

Measuring Customer Satisfaction in Heritage Hotels: Mixed Method Approach

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Abstract

Customer satisfaction is a key performance metric in the hospitality industry, especially within heritage hotels that offer culturally immersive experiences. Customer satisfaction serves as a critical performance indicator in the hospitality industry, directly influencing guest loyalty, brand reputation, and long-term profitability. In the specific context of heritage hotels—establishments that are often housed in historic buildings and rooted in cultural or architectural significance—satisfaction goes beyond basic service delivery to encompass the authenticity, ambiance, and emotional connection guests experience during their stay. This study explores the effectiveness of both online and offline survey methods in measuring guest satisfaction in heritage hotel settings. The major objective of this research was to study the customers' satisfaction with heritage hotels. Mixed method approach has been used to serve the objective i.e. customers' experience with their stay at heritage hotels have been accessed by using online reviews and offline data collected through questionnaire. Out of the total available heritage hotels in Rajasthan 54 hotels were picked and 619 guests were interviewed. The results indicated that majority of heritage hotels have received five star (33%) and four star ratings (29%) on tripadvisor.com, which indicated guests satisfaction with heritage hotels. Primary data analysis results indicated that majority of customers were satisfied with heritage hotels and t-test also confirmed the same results.

Keywords: Customer satisfaction, heritage hotels, online reviews

Introduction

Heritage hotels play a crucial role in preserving cultural and architectural history while providing unique hospitality experiences. These establishments, often located in historic buildings and culturally significant locations, attract tourists seeking authenticity, tradition, and immersive storytelling. In an increasingly competitive hospitality industry, customer satisfaction is vital not only for repeat business but also for sustaining the heritage value and reputation of such hotels.

Customer loyalty, online reputation, and overall profitability are all directly impacted by customer satisfaction, a key performance indicator. Both online surveys (like TripAdvisor, Google Reviews, and Booking.com) and offline techniques (such in-person comment cards, organized interviews, and paper-based questionnaires) are used to gather input on heritage hotels in the digital age. Different aspects of the consumer experience are captured by each approach, which may also reveal unique biases, engagement levels, and demographic reach.

However, online and physical feedback channels are frequently not integrated, which results in gaps in our understanding of the actual emotion of our customers. Whereas offline surveys could be more planned but less representative because of lower response rates or social desirability bias, online reviews are typically more emotional and impromptu. Thus, a more comprehensive knowledge of visitor satisfaction may be obtained by comparing several feedback systems.

This study seeks to bridge that gap by systematically measuring and analyzing customer satisfaction in heritage hotels using both online and offline surveys. It aims to determine the effectiveness, reliability, and consistency of both methods in capturing the voice of the customer and providing actionable insights for service improvement.

Review of Literature

According to Forozia, Zadeh, and Gilani (2013), customer satisfaction has long been acknowledged as a crucial factor in determining success in the hospitality sector. It includes how visitors feel about the whole experience, ambiance, value for money, and level of service. Unique features like historical relevance, architectural beauty, and cultural immersion have a greater impact on guest satisfaction in heritage hotels (Verissimo & Menezes, 2015). Research indicates that as compared to other hotels, heritage properties' emotional and sensory aspects are more important to patrons' assessments (Kandampully, Zhang & Jaakkola, 2018).

Heritage hotels offer a blend of cultural authenticity and modern amenities. According to Bharwani & Jauhari

(2017), the guest experience in heritage hotels is closely linked to storytelling, preservation of traditional elements, and personalized service. According to Veloso & Gomez-Suarez (2023), Guests often seek more than just accommodation—they expect a journey through history and culture. Therefore, measuring satisfaction in such environments requires an understanding of both tangible and intangible factors.

Surveys remain the most common method of measuring customer satisfaction, both online and offline (Moliner et al., 2019). Offline surveys (e.g., paper feedback forms, in-person interviews) provide structured and detailed feedback, but often suffer from lower participation and biased responses due to social pressure (Martín & Román (2017). Online surveys and review platforms, on the other hand, offer rich, spontaneous feedback and a higher volume of responses, though they can be skewed toward extremely positive or negative experiences (S e m a n , F a u z i & Mohamad, 2025).

Online reviews on platforms such as TripAdvisor and Booking.com have become a powerful source of customer sentiment. These reviews are considered more authentic and trustworthy by potential guests than traditional marketing messages (Ma, Li & Cao, 2024). Research has shown a strong correlation between online review ratings and customer satisfaction (Fu et al., 2022). However, the unstructured nature of online feedback makes it challenging to analyze without the use of text analytics or sentiment analysis.

Garner & Kim (2022) has explored differences between online and offline feedback channels. According to Olawuyi & Kleynhans (2025), offline surveys tend to capture feedback from older, more traditional guests, while online reviews are often contributed by tech-savvy, younger demographics. Moreover, offline responses may be more reflective of real-time experiences, while online reviews can be influenced by memory bias and emotional triggers. The integration of both channels is therefore recommended for a comprehensive assessment of customer satisfaction.

Cetin & Dincer (2014) emphasized that customer feedback is essential for understanding guest expectations and

perceptions. It serves as a strategic resource for continuous improvement and innovation (Zha, Marvi & Foroudi, 2024). Hotels that actively collect and respond to feedback tend to have higher customer satisfaction and loyalty rates (Collins, 2023). Kasemsap (2017) showed that online reviews on platforms such as TripAdvisor and Booking.com have transformed how hotels gather and react to feedback. Additionally, in-house surveys and social media monitoring complement these channels by capturing a wider range of guest experiences (Worimegbe, Worimegbe & Abiola-Oke, 2020). Research indicates that feedback directly influences improvements in key hotel attributes, such as cleanliness, staff behavior, and amenities (Bujisic, Li & Bilgihan, 2025). Negative feedback, if handled properly, can lead to service recovery and increased customer trust (Alonso-Muñoz et al., 2025). Despite its benefits, managing feedback can be challenging due to the volume and variability of data (Jung & Baloglu, 2025). Hotels often struggle with filtering genuine complaints from irrelevant or fraudulent reviews.

Research Gap

Despite the growing significance of heritage tourism and the availability of dual feedback systems, limited research has compared online and offline methods specifically within the context of heritage hotels. Most existing studies focus on general hotel performance, leaving a gap in understanding how customer satisfaction is best captured in culturally significant accommodations. This study aims to fill that gap by evaluating and comparing both online and offline feedback mechanisms to offer a unified perspective on customer satisfaction in heritage hotels.

Objectives

1. To study the customers' satisfaction with heritage hotels by using online reviews
2. To examine the customers' satisfaction with heritage hotels by using customer satisfaction survey
3. To check the impact of customers' demographic variables on their satisfaction with heritage hotels.

Hypotheses

1. Customers were not satisfied with heritage hotels
2. Customers' Satisfaction is indifferent with respect to their demographic variables.

Research Methodology

- Research Design: Descriptive research design has been employed to study the customers' satisfaction with heritage hotels
- Sampling: The population frame included all the heritage hotels of Rajasthan state, purposively 54 heritage hotels were selected and 619 guests, who visited these selected hotels, were included in the sample.

The location wise profiling of sample hotels is depicted in table 1. According to geographical proximity the hotels have been classified into five clusters. Udaipur and Mount Abu were clubbed in first cluster and 12 heritage hotels were selected from this cluster. The second cluster is formed of 5 heritage hotels of Jalore, Rajsamand and Pali. Third cluster consisted of Alwar, Jaipur, Bhilwara and Dausa and 21 heritage hotels were selected from this cluster. 11 hotels were selected from Jaisalmer, Bikaner and Jodhpur and marked as a fourth cluster. The last cluster included 5 hotels of Bundi and Nagore.

Table 1: Location Clusters of Sample Hotels

Location Clusters	N	Percentage
Cluster 1 (Udaipur & Mount Abu)	12	22.22
Cluster 2 (Jalore, Rajsamand and Pali)	5	9.26
Cluster 3 (Alwar, Jaipur, Bhilwara & Dosa)	21	38.89
Cluster 4 (Jaisalmer, Bikaner & Jodhpur)	11	20.37
Cluster 5 (Bundi & Nagore)	5	9.26
Total	54	100

- **Data Collection Tool:** Data was collected in following two modes:
 - ▲ Online reviews and ratings available on Tripadvisor.com were used
 - ▲ To get the offline data from guests a structured questionnaire was used. The questionnaire was divided into following sub-sections:-
 - Demographic profile
 - Hotel stay profile
 - Customers' Satisfaction with Heritage hotels
- **Data Analysis Tool:** The data has been analyzed in SPSS 21.0. For interpretation percentage analysis, mean, one sample t-test and chi-square test has been used.

Analysis Of Data

A. Customers' Satisfaction accessed through online reviews

After visiting the hotels many customers used to write their experience in terms of reviews on booking platforms. Several hotel booking platforms are available out of which tripadvisor.com is one of the most popular platforms, so this study considered the reviews of selected 54 heritage hotels available on tripadvisor.com. Based on the customers' experience on various parameters this platform provides overall average rating on five point scale and the same has been depicted in table 2.

It can be seen that in first cluster (7 out of 12) and fourth cluster (4 out of 11) majority of hotels have received 5 star ratings whereas in second (2 out of 5), third (7 out of 21) and fifth (2 out of 5) cluster maximum number of hotels have received 4 star rating. Overall out of 54 hotels, 18 hotels (33.33%) have received 4 star ratings and 16 hotels (29.63%) have received 5 star ratings. This shows that these 34 hotels (18 + 16) have been able to make the guest satisfied by offering a unique heritage experience.

Table 2: Frequency distribution of average online rating of heritage hotels

Location Clusters	Average Online Rating					
	1 Star	2 Star	3 Star	4 Star	5 Star	Total
Cluster 1 (Udaipur & Mount Abu)	0	0	1	4	7	12
Cluster 2 (Jalore, Rajsamand and Pali)	0	1	1	2	1	5
Cluster 3 (Alwar, Jaipur, Bhilwara & Dosa)	2	3	6	7	3	21
Cluster 4 (Jaisalmer, Bikaner & Jodhpur)	0	2	2	3	4	11
Cluster 5 (Bundi & Nagore)	0	1	1	2	1	5
Total	2	7	11	18	16	54

Table 3 is showing the cluster wise statistical parameters of average online rating of heritage hotels. It can be seen that mean value of cluster 1 is highest (4.51) followed by fourth

cluster (3.82) and fifth cluster (3.65). It shows that customers have indicated highest satisfaction with the heritage hotels situated in first cluster followed by fourth and fifth cluster.

Table 3: Statistical parameters of average online rating of heritage hotels

Location Clusters	Average Online Rating		
	Mean	S.D.	C.V.
Cluster 1 (Udaipur & Mount Abu)	4.51	0.96	0.21
Cluster 2 (Jalore, Rajsamand and Pali)	3.59	1.05	0.29
Cluster 3 (Alwar, Jaipur, Bhilwara & Dosa)	3.29	1.58	0.48
Cluster 4 (Jaisalmer, Bikaner & Jodhpur)	3.82	1.21	0.32
Cluster 5 (Bundi & Nagore)	3.65	0.69	0.19

B. Customers' Satisfaction accessed through customers' satisfaction survey

Demographic Profile of Customers

In the beginning of satisfaction survey Customers were asked to indicate their demographic profile as shown in table 4

- ❖ **Gender of Customers:** As per results 78.84% guests (N=488) were males and 21.16% guests (N=131) were females.

- ❖ **Age of Customers:** According to age bifurcation 16.32% guests were of less than 30 years age, 46.37% customers were aged between 30 to 45 years, 27.95% respondents were aged between 45 to 60 years and rest of the customers (9.37%) were of above 60 years age.
- ❖ **Qualification of Customers:** Majority of respondents (52.99%) were post graduate followed by graduate (30.53%) and professionally qualified (16.48%).
- ❖ **Nationality of Customers:** It was found that 85.30% customers were Indian and 14.70% customers were from foreign countries.

Table 4: Demographic Profile of Customers

Gender	N	Percentage
Male	488	78.84
Female	131	21.16
Total	619	100
Age	N	Percentage
Up to 30 Years	101	16.32
30 to 45 Years	287	46.37
45 to 60 Years	173	27.95
Above 60 Years	58	9.37
Total	619	100
Qualification	N	Percentage
Graduate	189	30.53
Post Graduate	328	52.99
Professional Degree	102	16.48
Total	619	100
Nationality	N	Percentage
Indian	528	85.30
Foreigner	91	14.70
Total	619	100

Hotel Stay profile of Customers

Table 5 is depicting the hotel stay profile of guests as shown is following sub sections

- ❖ **Length of stay of Customers:** Guests were asked to indicate their length of stay at heritage hotels and it can be seen more than half of the guests (51.86%) stayed for 1 to 3 days. Rest of the guests stayed for 4 to 7 days (17.61%), 8 to 10 days (16.16%) and more than 10 days (14.38%).

- ❖ **Number of Visits of Customers:** As per results it was the first visit of 77.71% guests and 11.15% guests visited the same heritage hotels for 2 to 5 times.
- ❖ **Purpose of visit of Customers:** Majority of customers (60.26%) visited heritage hotels to enjoy family vacation while 16.32% customers stayed in heritage hotel for business trip

Table 5: Hotel Stay profile of Customers

Length of Stay	N	Percentage
1 to 3 Days	321	51.86
4 to 7 Days	109	17.61
8 to 10 Days	100	16.16
More than 10 Days	89	14.38
Total	619	100
Number of Visits	N	Percentage
First visit	481	77.71
2 to 5 visits	69	11.15
6 to 10 Visits	52	8.40
More than 10 Visits	17	2.75
Total	619	100
Purpose of Visit	N	Percentage
Family Vacation	373	60.26
Seminar/Workshop	87	14.05
Business Trip	101	16.32
Others	58	9.37
Total	619	100

Customers' Satisfaction with heritage hotels

To identify the customers' satisfaction with heritage hotels their satisfaction was measured on various parameters of heritage hotels. Table 6 is depicting the customers' satisfaction with accommodation quality of heritage hotels. As per results guests were highly satisfied with Maintenance of heritage elements (Mean=4.29), Room

cleanliness and hygiene (Mean=4.28) and Noise levels and overall ambiance (Mean=4.22) while they were satisfied with Bathroom facilities and amenities (Mean=4.12) and Comfort of bedding and furniture (Mean=4.05). The C.V. ranges from 0.21 to 0.29 which show homogeneity in responses

Table 6: Customers' Satisfaction with accommodation quality

Accommodation Quality	Mean	S.D.	C.V.	Satisfaction Level
Room cleanliness and hygiene	4.28	1.24	0.29	Highly Satisfied
Comfort of bedding and furniture	4.05	0.98	0.24	Satisfied
Maintenance of heritage elements (antiques, architecture)	4.29	1.01	0.24	Highly Satisfied
Bathroom facilities and amenities	4.12	0.87	0.21	Satisfied
Noise levels and overall ambiance	4.22	0.91	0.22	Highly Satisfied

Table 7 is highlighting the customers' overall satisfaction with accommodation facility of heritage hotels. As per results 94.99% customers were satisfied and 5.01%

customers were dissatisfied with accommodation facility of heritage hotels.

Table 7: Customers' overall Satisfaction with accommodation quality

Overall Satisfaction	N	Percentage
Dissatisfied	31	5.01
Satisfied	588	94.99
Total	619	100

Table 8 is presenting the guests' satisfaction with food and beverage experience. According to the results guests were satisfied with all the parameters which includes Quality and taste of food (Mean=4.09), Menu variety, including

local/heritage cuisine (Mean=4.01), Dining area cleanliness and ambiance (Mean=4.11), Service speed and staff courtesy (Mean=4.05) and Availability of traditional dining experiences (Mean=4.06)

Table 8: Customers' Satisfaction with food & beverage experience

Food & Beverage Experience	Mean	S.D.	C.V.	Satisfaction Level
Quality and taste of food	4.09	0.99	0.24	Satisfied
Menu variety, including local/heritage cuisine	4.01	0.87	0.22	Satisfied
Dining area cleanliness and ambiance	4.11	0.74	0.18	Satisfied
Service speed and staff courtesy	4.05	1.05	0.26	Satisfied
Availability of traditional dining experiences	4.06	0.91	0.22	Satisfied

As per the results highlighted in table 9, overall 90.15% guests were satisfied with food & beverage experience of heritage hotels while 9.85% guests have shown dissatisfaction with the same.

Table 9: Customers' overall Satisfaction with food & beverage experience

Overall Satisfaction	N	Percentage
Dissatisfied	61	9.85
Satisfied	558	90.15
Total	619	100

Table 10 is depicting the customers' satisfaction with Staff Behavior & Service Quality of heritage hotels. As per results guests were satisfied with Response time to requests and issues (Mean=3.98), Courtesy, politeness, and

helpfulness (Mean=3.88), Personalization and guest engagement (Mean=3.74) and Knowledge about the heritage property (Mean=3.62). The C.V. ranges from 0.24 to 0.27 which show homogeneity in responses

Table 10: Customers' Satisfaction with Staff Behavior & Service Quality

Staff Behavior & Service Quality	Mean	S.D.	C.V.	Satisfaction Level
Courtesy, politeness, and helpfulness	3.88	1.05	0.27	Satisfied
Knowledge about the heritage property	3.62	0.87	0.24	Satisfied
Response time to requests and issues	3.98	0.94	0.24	Satisfied
Personalization and guest engagement	3.74	0.89	0.24	Satisfied

Table 11 is highlighting the customers' overall satisfaction with staff behavior and service quality of heritage hotels. As per results 82.23% customers were satisfied and 17.77% customers were dissatisfied with staff behaviour and service quality of heritage hotels.

Table 11: Customers' overall Satisfaction with Staff Behavior & Service Quality

Overall Satisfaction	N	Percentage
Dissatisfied	31	5.01
Satisfied	588	94.99
Total	619	100

Table 12 is presenting the guests' satisfaction with Heritage Value Experience. According to the results guests were satisfied with all the parameters which includes Authenticity of the historical elements (Mean=4.01), Information and storytelling about the property's history

(Mean=3.54), Cultural programs or heritage tours (Mean=3.71), Opportunities to engage with local traditions/artisans (Mean=3.45) and Preservation of original architecture and décor (Mean=3.89)

Table 12: Customers' Satisfaction with Heritage Value Experience

Heritage Value Experience	Mean	S.D.	C.V.	Satisfaction Level
Authenticity of the historical elements	4.01	0.98	0.24	Satisfied
Information and storytelling about the property's history	3.54	0.88	0.25	Satisfied
Cultural programs or heritage tours	3.71	1.01	0.27	Satisfied
Opportunities to engage with local traditions/artisans	3.45	0.69	0.20	Satisfied
Preservation of original architecture and décor	3.89	0.74	0.19	Satisfied

As per the results highlighted in table 13, overall 76.09% guests were satisfied with Heritage Value Experience of hotels while 23.91% guests have shown dissatisfaction with the same.

Table 13: Customers' overall Satisfaction with Heritage Value Experience

Overall Satisfaction	N	Percentage
Dissatisfied	148	23.91
Satisfied	471	76.09
Total	619	100

Table 14 is depicting the customers' satisfaction with Check-in/Check-out Process of heritage hotels. As per results guests were highly satisfied with Availability of welcome amenities (Mean=4.42), Accuracy of billing

(Mean=4.34) and Speed and efficiency (Mean=4.28) while they were satisfied with Ease of booking (Mean=4.05). The C.V. ranges from 0.21 to 0.32 which show homogeneity in responses

Table 14: Customers' Satisfaction with Check-in/Check-out Process

Check-in/Check-out Process	Mean	S.D.	C.V.	Satisfaction Level
Speed and efficiency	4.28	1.38	0.32	Highly Satisfied
Accuracy of billing	4.34	0.98	0.23	Highly Satisfied
Availability of welcome amenities	4.42	1.03	0.23	Highly Satisfied
Ease of booking (online/offline)	4.05	0.87	0.21	Satisfied

Table 15 is highlighting the customers' overall satisfaction with Check-in/Check-out Process of heritage hotels. As per results 98.38% customers were satisfied and 1.62%

customers were dissatisfied with Check-in/Check-out Process of heritage hotels.

Table 15: Customers' overall Satisfaction with Check-in/Check-out Process

Overall Satisfaction	N	Percentage
Dissatisfied	10	1.62
Satisfied	609	98.38
Total	619	100

Table 16 is presenting the guests' satisfaction with Facilities & Amenities. According to the results guests were satisfied with all the parameters which Wi-Fi quality (Mean=3.87), In-room amenities (Mean=4.14), Spa, wellness, and

recreational facilities (Mean=4.19), Safety and security features (Mean=3.69) and Parking and transportation services (Mean=3.88)

Table 16: Customers' Satisfaction with Facilities & Amenities

Facilities & Amenities	Mean	S.D.	C.V.	Satisfaction Level
Wi-Fi quality	3.87	1.01	0.26	Satisfied
In-room amenities (tea/coffee, minibar, toiletries)	4.14	1.18	0.29	Satisfied
Spa, wellness, and recreational facilities	4.19	0.94	0.22	Satisfied
Safety and security features	3.69	0.87	0.24	Satisfied
Parking and transportation services	3.88	1.03	0.27	Satisfied

As per the results highlighted in table 17, overall 85.14% guests were satisfied with Facilities & Amenities of heritage hotels while 14.86% guests have shown dissatisfaction with the same.

Table 17: Customers' overall Satisfaction with Facilities & Amenities

Overall Satisfaction	N	Percentage
Dissatisfied	92	14.86
Satisfied	527	85.14
Total	619	100

Table 18 is depicting the customers' satisfaction with Guest Feedback & Complaint Resolution of heritage hotels. As per results guests were satisfied with Ease of providing feedback (Mean=3.96), Timeliness and effectiveness of

complaint handling (Mean=3.52) and Follow-up after check-out (Mean=3.47). Moderate homogeneity was observed in the responses as per range of coefficient of variation.

Table 18: Customers' Satisfaction with Guest Feedback & Complaint Resolution

Guest Feedback & Complaint Resolution	Mean	S.D.	C.V.	Satisfaction Level
Ease of providing feedback	3.96	1.25	0.32	Satisfied
Timeliness and effectiveness of complaint handling	3.52	1.05	0.30	Satisfied
Follow-up after check-out	3.47	1.15	0.33	Satisfied

Table 19 is highlighting the customers' overall satisfaction with feedback and complaint resolution process of heritage hotels. As per results 75.12% customers were satisfied and

24.88% customers were dissatisfied with feedback and complaint resolution process of heritage hotels.

Table 19: Customers' overall Satisfaction with Guest Feedback & Complaint Resolution

Overall Satisfaction	N	Percentage
Dissatisfied	154	24.88
Satisfied	465	75.12
Total	619	100

Table 20 is presenting the guests' satisfaction with digital experience. According to the results guests were satisfied with all the parameters which includes Ease of navigation

on website or booking platforms (Mean=4.01), Responsiveness on social media or chat (Mean=3.98) and Availability of virtual tours or mobile apps (Mean=3.64)

Table 20: Customers' Satisfaction with digital experience

Digital Experience	Mean	S.D.	C.V.	Satisfaction Level
Ease of navigation on website or booking platforms	4.01	0.98	0.24	Satisfied
Responsiveness on social media or chat	3.98	0.79	0.20	Satisfied
Availability of virtual tours or mobile apps	3.64	1.05	0.29	Satisfied

As per the results highlighted in table 21, overall 27.30% guests were satisfied with digital experience of heritage hotels while 27.30% guests have shown dissatisfaction with the same.

Table 21: Customers' overall Satisfaction with digital experience

Overall Satisfaction	N	Percentage
Dissatisfied	169	27.30
Satisfied	450	72.70
Total	619	100

After analyzing the guests' satisfaction with various parameters of heritage hotels their overall satisfaction with heritage hotels was also accessed as shown in table 22. Overall it was observed that 84.33% guests were satisfied with heritage hotels and 15.67% customers were dissatisfied with heritage hotels

Table 22: Customers' Overall Satisfaction with Heritage Hotels

Customers' Overall Satisfaction with Heritage Hotels	N	Percentage
Dissatisfied	97	15.67
Satisfied	522	84.33
Total	619	100

To check the significance of customers' satisfaction with heritage hotels following hypothesis has been taken:-

H₀1: Customers were not satisfied with heritage hotels

H_a1: Customers were significantly satisfied with heritage hotels

To test this hypothesis one sample t-test was applied and results are shown in table 23. At 5% level of significance the value of t-statistic is significant, and calculated value of mean (31.52) is higher than the tabulated mean (24) so it can be concluded that Customers were significantly satisfied with heritage hotels.

Table 23: One sample t-test result to measure significance of customers' satisfaction with heritage hotels

Variable	Observed Mean	Test Value = 24			Result
		t-value	degree of freedom	p-value	
Overall Customers' Satisfaction with Heritage Hotels	31.52	44.652	618	0.000	Significant

Level of Significance=5%

To check the impact of customers' demographic variables on their satisfaction with heritage hotels following hypothesis has been taken:-

H₀2: Customers' Satisfaction is indifferent with respect to their demographic variables

H_a2: Customers' Satisfaction is significantly different with respect to their demographic variables

To test this hypothesis chi-square test was applied and results are shown in table 24. At 5% level of significance the value of chi-statistic is significant for gender and age and it is not significant for qualification and nationality. So it can be concluded that customers' Satisfaction is significantly different with respect to their gender and age.

Table 24: Chi-square test results to measure difference in the customers' satisfaction with respect to their demographic variables

Gender	Overall Satisfaction			Chi - Statistic	p-value	Result
	Dissatisfied	Satisfied	Total			
Male	59	429	488	22.367	0.000	Significant
Female	38	93	131			
Total	97	522	619			
Age	Overall Satisfaction			Chi - Statistic	p-value	Result
	Dissatisfied	Satisfied	Total			
Up to 30 Years	36	65	101	38.581	0.000	Significant
30 to 45 Years	37	250	287			
45 to 60 Years	15	158	173			
Above 60 Years	9	49	58			
Total	97	522	619			
Qualification	Overall Satisfaction			Chi - Statistic	p-value	Result
	Dissatisfied	Satisfied	Total			
Graduate	29	160	189	0.8229	0.663	Not Significant
Post Graduate	49	279	328			
Professional Degree	19	83	102			
Total	97	522	619			
Nationality	Overall Satisfaction			Chi - Statistic	p-value	Result
	Dissatisfied	Satisfied	Total			
Indian	88	440	528	2.697	0.101	Not Significant
Foreigner	9	82	91			
Total	97	522	619			

Level of Significance=5%

Findings

1. The results indicated that majority of guests stayed for 1 to 3 days (51.86%) in heritage hotels to enjoy their family vacations (60.26%).
2. From the analysis of online reviews it was found that majority of heritage hotels have received five star (33%) and four star ratings (29%) on tripadvisor.com, which indicated guests satisfaction with heritage hotels.
3. Customers said that they were satisfied with accommodation quality (94.99%), food & beverage experience (90.15%), staff behaviour & service quality (82.23%), heritage value experience (76.09%), check-in/check-out process (98.38%), facilities & amenities (85.14%), guest feedback & complaint resolution

(75.12%) and digital experience (72.70%) of heritage hotels.

4. Overall it was observed that majority of customers (84.33%) were satisfied with heritage hotels and results of one sample t-test also proved the significance of customers' satisfaction.
5. While analyzing the impact of customers' demographic variables on their satisfaction with heritage hotels it was found that customers' satisfaction is significantly different with respect to their gender and age.

Discussion of Findings

The findings of the study provide valuable insights into customer behavior and satisfaction levels in heritage hotels. The results reveal that the majority of guests (51.86%) chose to stay for a relatively short duration of 1 to 3 days,

primarily for family vacations (60.26%). This aligns with the positioning of heritage hotels as destinations that offer immersive yet time-bound experiences centered around cultural exploration and relaxation. It also indicates that heritage hotels are perceived as ideal for short, meaningful getaways rather than extended stays.

Analysis of online reviews from TripAdvisor.com further reinforced this positive perception. A significant portion of the heritage hotels received high ratings, with 33% earning five stars and 29% receiving four stars. These ratings reflect a generally high level of guest satisfaction and suggest that online review platforms are a reliable indicator of customer sentiment in the heritage hotel segment. They also point to the importance of maintaining a strong digital reputation in attracting future guests.

The detailed analysis of service components reveals that customers were particularly satisfied with key areas such as the check-in/check-out process (98.38%), accommodation quality (94.99%), and food and beverage experience (90.15%). These are essential elements of the hotel experience and their high satisfaction scores suggest that heritage hotels have successfully blended traditional ambiance with modern hospitality standards. However, comparatively lower satisfaction levels were observed in areas such as guest feedback and complaint resolution (75.12%) and digital experience (72.70%). These findings highlight areas for potential improvement, especially as customer expectations evolve to include more responsive service and seamless digital interactions.

Overall, the study found that a majority (84.33%) of customers expressed satisfaction with their heritage hotel experience. The results of the one-sample t-test further confirmed the statistical significance of this satisfaction level, indicating that heritage hotels are generally meeting or exceeding guest expectations across multiple service dimensions.

Importantly, the study also examined how demographic variables influenced satisfaction. It was found that customer satisfaction varied significantly by gender and age, suggesting that different demographic groups may have different expectations and experiences. For example, younger guests might place higher importance on digital

services, while older guests may value the cultural or historical aspects more deeply. These differences underscore the need for heritage hotels to tailor their offerings and communication strategies to better address the preferences of diverse guest segments.

Conclusion

In conclusion, while heritage hotels are largely succeeding in delivering satisfying guest experiences, attention must be paid to evolving customer expectations—particularly in terms of technology integration and post-stay engagement. By addressing these areas, heritage hotels can enhance their overall service quality and maintain a competitive edge in the hospitality sector.

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