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CULTURAL HOSPITALITY AS A FACTOR IN THE DEVELOPMENT OF CULTURAL AND EDUCATIONAL TOURISM

Abstract. This article empirically examines the role of cultural hospitality in the development of cultural and educational tourism. The study is based on the experiences of 80 tourists who visited cultural and educational sites in the city of Turkistan. The ATLAS Cultural Tourism Questionnaire (2021) was used and adapted to local characteristics. The data were processed using SPSS through validity testing, descriptive statistics, correlation, and regression analyses. The results indicate that tourists highly evaluated their cultural hospitality experience; female tourists rated this experience more positively than male tourists. Furthermore, cultural hospitality was found to have a significant impact on tourists' destination satisfaction and their intention to revisit. The study substantiates the necessity of considering cultural hospitality as a key factor in the development of cultural and educational tourism in the city of Turkistan.

Keywords: cultural hospitality, cultural and educational tourism, tourist experience, satisfaction level, destination loyalty

Introduction

Cultural and educational tourism is a complex social phenomenon that goes beyond tourists' mere visits to historical or cultural sites and is based on enriching their cultural experience and interaction with the local community. Tourists' overall impressions of a trip are largely shaped by the cultural characteristics of the destination, traditions of hospitality, and the attention shown to visitors [1, 2]. In this context, cultural hospitality is considered one of the key factors in shaping the quality of the tourist experience, as well as tourists' satisfaction with and loyalty to a destination [3, 4].

Scientific studies indicate that cultural hospitality not only enriches the tourist experience emotionally but also contributes to the preservation and sustainable development of local cultural values [5, 6]. Tourists' cultural experiences strengthen their cultural confidence and enhance destination memorability [4, 7], which in turn increases the attractiveness of the destination and raises

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the likelihood of repeat visits [5, 9]. Moreover, cultural hospitality represents an essential component of service quality in tourism, as it influences tourists' access to high-quality experiences, adherence to service standards, and the formation of a positive destination image [6, 10].

In Kazakhstan and the Central Asian region, cultural hospitality is deeply rooted in national traditions and the philosophy of hospitality. Practices such as respect for elders and open, sincere interaction with guests play a significant role in the development of cultural and educational tourism [6, 10]. Studies conducted in the city of Turkistan show that the communicative and creative competencies of professionals in the tourism and hospitality sector have a direct impact on service quality [10, 12]. In addition, the development of ecological and ethnographic tourism enriches the tourist experience and represents one of the key directions of cultural and educational tourism [13].

Based on the literature, the influence of cultural hospitality on the tourist experience has been examined from various perspectives. For instance, culturally embedded tourist experiences foster emotional attachment to a destination and enhance satisfaction, thereby increasing the likelihood of repeat visits [3, 4, 7]. Cultural hospitality has also been recognized as a factor that improves service quality, enriches tourist experiences, and supports the preservation of cultural values [5, 9, 11]. This highlights the relevance of the research topic, as there is a lack of systematic studies assessing tourists' cultural experiences within the context of cultural and educational tourism development.

The main objective of this study is to empirically determine the role of cultural hospitality as a factor in the development of cultural and educational tourism. The study seeks to answer the following research questions:

1. How does cultural hospitality shape the tourist experience?
2. Is tourists' perception of cultural hospitality related to their level of satisfaction with the destination?
3. Does cultural hospitality influence tourists' intention to revisit the destination?

The practical significance of the study lies in the fact that the findings can be used to develop recommendations aimed at improving the quality of tourism services, fostering cultural hospitality at tourist destinations, and enriching tourists' cultural experiences [5, 10, 12]. Furthermore, by demonstrating the tangible impact of cultural hospitality in a region rich in historical and cultural resources such as Turkistan, the study contributes to the improvement of strategies for the development of cultural and educational tourism [2, 7, 9].

Research Methods

This study is based on empirical methods aimed at identifying the role of cultural hospitality in the development of cultural and educational tourism. A survey method was used as the primary tool for data collection. The questionnaire was based on the ATLAS Cultural Tourism Questionnaire (2021), which is designed to assess tourists' cultural and educational activities, their level of interaction with local culture, the memorability of the tourist experience, and destination loyalty [1].

The questionnaire was adapted to the local characteristics of cultural and educational sites in the city of Turkistan. Prior to statistical analysis, the adapted instrument was tested for validity and internal consistency using the Statistical Package for the Social Sciences (SPSS). In line with practices recommended in the literature, internal reliability was assessed using Cronbach's Alpha coefficient, which measures the contribution of each item to the overall scale.

Data obtained from 80 tourist respondents were analyzed in SPSS for each survey item. Appropriate statistical techniques were selected according to the research objectives:

- Descriptive statistics (mean, median, and standard deviation) were used to identify the main characteristics of the data.
- Cross-tabulation and the chi-square (χ^2) test were applied to evaluate differences in perceptions of cultural hospitality among different groups of tourists.
- Correlation analysis (Pearson's r) was conducted to examine the relationship between tourists' perceptions of cultural hospitality and their level of satisfaction with the destination.
- Regression analysis was used to assess the impact of cultural hospitality on tourists' intention to revisit the destination.

The combination of these methods enabled a comprehensive assessment of the influence of cultural hospitality on the tourist experience and destination attractiveness. Furthermore, the data were considered statistically reliable, allowing for a well-founded interpretation of the results.

Results

Questionnaire Validity and Reliability

The ATLAS Cultural Tourism Questionnaire (2021) was adapted to the cultural and educational tourism context of the city of Turkistan, taking into account local cultural characteristics and the specificity of tourist attractions. To ensure the reliability of the adapted instrument, internal consistency was assessed using Cronbach's alpha coefficient.

Table 1 – Internal Reliability of the Questionnaire (Cronbach's Alpha)

Questionnaire sections	Number of items	Cronbach's Alpha
Cultural and educational activities	5	0.82
Interaction with local culture	6	0.85
Memorability of the tourist experience	4	0.79
Destination loyalty	3	0.81
Total	18	0.84

As shown in Table 1, Cronbach's alpha values range from 0.79 to 0.85 across all questionnaire sections, indicating a high level of internal consistency. The overall reliability coefficient of 0.84 confirms that the questionnaire is statistically reliable and suitable for further analysis. In particular, the "Interaction with local culture" dimension demonstrates the highest reliability ($\alpha = 0.85$), suggesting that tourists' perceptions of cultural engagement are measured consistently and coherently.

Evaluation of Cultural Hospitality Experience

To assess tourists' perceptions of cultural hospitality, descriptive statistical analysis was conducted. Mean values, standard deviations, and medians were calculated for key indicators reflecting hospitality practices and interaction quality.

The analysis further revealed that tourists generally rated the quality of cultural hospitality positively, with particularly high scores for local residents' friendliness and the quality of interpersonal interactions. These findings suggest that tourists not only appreciate the visual and historical aspects of the destinations but also place significant value on direct engagement with the local community. The relatively low standard deviations across items indicate a consistent pattern in responses, reflecting a shared perception among tourists regarding the importance of authentic cultural interactions in shaping their overall experience.

Table 2 – Evaluation of Cultural Hospitality Experience

Item	Mean	Standard Deviation (SD)	Median
Hospitality of local residents	4.35	0.62	4
Representation of cultural traditions	4.20	0.70	4
Quality of interaction with tourists	4.42	0.55	5

As presented in Table 2, all mean values exceed 4.0, indicating that tourists generally evaluated their cultural hospitality experiences positively. The hospitality of local residents received a high mean score ($M = 4.35$), highlighting the importance of traditional hospitality practices in shaping positive tourist impressions. The representation of cultural traditions ($M = 4.20$) suggests that tourists perceived local cultural elements as meaningful and well-integrated into their travel experience. The highest mean score was observed for the quality of interaction with tourists ($M = 4.42$), reflecting effective communication and positive host–guest relationships. Relatively low standard deviation values indicate homogeneity in respondents' evaluations and the absence of extreme negative perceptions.

Demographic Differences in Perceptions of Cultural Hospitality

To examine whether perceptions of cultural hospitality differ by gender, cross-tabulation and chi-square (χ^2) tests were applied.

Table 3 – Gender Differences in Perceptions of Cultural Hospitality

Gender	Mean score	χ^2	p-value
Male	4.18	5.21	0.023
Female	4.42		

Table 3 demonstrates statistically significant gender-based differences in the perception of cultural hospitality ($p = 0.023$). Female tourists reported higher mean scores ($M = 4.42$) compared to male tourists ($M = 4.18$). This finding suggests that female tourists may be more sensitive to cultural interactions, emotional engagement, and hospitality-related experiences. Such differences can be explained by varying expectations, levels of cultural involvement, and emotional responsiveness to host–guest interactions.

Relationship Between Cultural Hospitality and Tourist Satisfaction

To evaluate the association between cultural hospitality and destination satisfaction, Pearson's correlation analysis was conducted.

Table 4 – Correlation Between Cultural Hospitality and Tourist Satisfaction

Variables	r	p-value
Cultural hospitality – satisfaction	0.68	< 0.001

As shown in Table 4, the correlation coefficient ($r = 0.68$, $p < 0.001$) indicates a moderately strong positive relationship between cultural hospitality and tourist satisfaction. This result confirms

that higher levels of perceived cultural hospitality are associated with greater overall satisfaction with the destination. The finding underscores the role of cultural experiences as a central component of positive tourist evaluations.

Impact of Cultural Hospitality on Revisit Intention

To determine the predictive power of cultural hospitality on tourists' intention to revisit the destination, a regression analysis was performed.

- $R^2 = 0.45$
- $F(1,78) = 63.72, p < 0.001$
- $\beta = 0.67 (p < 0.001)$

The results indicate that cultural hospitality explains 45% of the variance in tourists' intention to revisit the destination. The standardized regression coefficient ($\beta = 0.67$) demonstrates a strong and statistically significant positive effect. This suggests that tourists who perceive higher levels of cultural hospitality are substantially more likely to express an intention to return, reinforcing the strategic importance of hospitality-driven cultural experiences.

Overall, the results demonstrate that cultural hospitality plays a critical role in shaping tourist experiences in the city of Turkistan. Tourists highly value local hospitality practices and quality of interaction, gender differences influence perceptions of cultural experiences, and cultural hospitality significantly enhances both destination satisfaction and revisit intention. These findings confirm that cultural hospitality should be considered a core factor in the sustainable development of cultural and educational tourism and in improving the overall quality of tourism services.

Discussion

The results of the study provide a comprehensive assessment of tourists' cultural hospitality experiences in the city of Turkistan. Tourists' responses clearly reflect key aspects such as interaction with local culture, hospitality practices, and the memorability of experiences. These findings make it possible to identify factors that play a significant role in the development of cultural and educational tourism.

Evaluation of Cultural Hospitality Experience

The survey results indicate that tourists highly evaluated the hospitality of local residents, the representation of cultural traditions, and the quality of interaction with hosts. The mean score for local hospitality was 4.35, while the quality of interaction with tourists reached 4.42. These values confirm that tourists generally perceived their experiences in Turkistan as positive. Importantly, tourist experiences were shaped not only by the aesthetic or visual aspects of the destination but also by direct and meaningful interactions with local residents.

Cultural hospitality not only enriches the tourist experience but also fosters emotional connections between visitors and the destination. These findings are consistent with the study by Chen and Rahman, which demonstrated that tourists' cultural experiences have a direct impact on overall satisfaction and destination loyalty [3]. Similarly, Lin et al. found that cultural tourism experiences enhance tourists' cultural confidence [4]. The experiences of tourists in Turkistan align with these findings, as engagement with the cultural environment and interpersonal interaction significantly enriched their overall travel experiences.

Demographic Differences

The study revealed gender-based differences in perceptions of cultural hospitality, with female tourists reporting higher mean scores (4.42) than male tourists (4.18). As this difference was

statistically significant ($p < 0.05$), it suggests that female tourists place greater value on cultural experiences and tend to engage more actively with local culture, deriving higher emotional satisfaction from such interactions.

This pattern is consistent with the findings of Chhabra, who reported that female tourists show greater interest in cultural and ethnographic tourism and tend to evaluate such experiences more positively [2]. Considering demographic differences is therefore essential for planning marketing strategies, improving service quality, and designing tourism products that better respond to diverse tourist expectations.

Relationship Between Cultural Hospitality and Tourist Satisfaction

Correlation analysis revealed a strong positive relationship between cultural hospitality and tourist satisfaction ($r = 0.68$, $p < 0.001$). This indicates that greater attention to cultural experiences directly enhances tourists' overall satisfaction. As tourists engage more deeply with local cultural elements, their impressions of the destination become stronger, leading to increased emotional fulfillment.

These findings are in line with Richards, who identified the quality of cultural experiences as one of the key determinants of tourist satisfaction [8]. In the context of Turkistan, tourists' positive evaluations of cultural hospitality reinforce the importance of prioritizing cultural content and local hospitality practices in the design and management of tourist experiences.

Impact on Revisit Intention

Regression analysis demonstrated that cultural hospitality has a significant impact on tourists' intention to revisit the destination ($R^2 = 0.45$, $\beta = 0.67$, $p < 0.001$). This indicates that positive cultural experiences substantially increase the likelihood of repeat visits. Tourists' intentions to return are shaped not only by the physical attributes of the destination but also by the emotional satisfaction derived from cultural engagement.

These results are consistent with the findings of Ulmasova, which emphasize that cultural hospitality strengthens destination loyalty and fosters long-term emotional connections with tourists [6]. The experiences of tourists in Turkistan clearly illustrate how cultural hospitality influences loyalty, emotional attachment, and revisit intentions.

Overall, the study successfully addressed all key research questions:

- Tourists reported high levels of satisfaction with cultural hospitality;
- Gender differences in perceptions of cultural experiences highlight the importance of demographic considerations in marketing and service strategies;
- Cultural hospitality positively influences both tourist satisfaction and revisit intention.

These findings underscore the central role of cultural hospitality in the development of cultural and educational tourism. As tourists increasingly engage with the local cultural environment, their experiences become richer both emotionally and cognitively. Moreover, cultural hospitality enhances destination attractiveness and contributes to the development of sustainable tourism practices.

Conclusion

The results of this study clearly demonstrate that cultural hospitality is a key factor in the development of cultural and educational tourism in the city of Turkistan. Tourists' responses indicate that their experiences are not limited to the visual or physical aspects of the destination but are enriched through meaningful interactions and cultural engagement with local residents.

Survey findings show that tourists highly valued the hospitality of local residents, the

representation of cultural traditions, and the quality of interactions. This suggests that tourists' experiences were positive, emotionally engaging, and memorable. Furthermore, female tourists rated cultural experiences higher than male tourists, highlighting the importance of considering demographic characteristics when planning marketing strategies and improving service quality.

The study also revealed that cultural hospitality directly influences tourist satisfaction and revisit intentions. Correlation analysis indicated that tourists' engagement with cultural experiences increases their overall satisfaction, while regression analysis demonstrated a significant effect on their intention to return. These findings emphasize the importance of enhancing tourist experiences, showcasing local culture, and improving hospitality for the development of cultural and educational tourism in Turkistan.

Overall, cultural hospitality not only enriches the tourist experience but also enhances destination attractiveness and fosters tourist loyalty. This study provides a foundation for practical recommendations to develop cultural and educational tourism in Turkistan, improve service quality, and promote sustainable tourism.

Moreover, the findings align with previous research, underscoring that cultural hospitality should be recognized not only as a tourism-related factor but also as a social element that enriches tourists' cultural experiences. For further development of cultural and educational tourism in Turkistan, it is essential to preserve local cultural elements and implement programs aimed at enhancing tourists' engagement with the cultural environment.

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**МӘДЕНИ МЕЙМАНДОСТЫҚ – МӘДЕНИ-ТАНЫМДЫҚ ТУРИЗМДІ ДАМЫТУ
ФАКТОРЫ РЕТИНДЕ**

Аңдатта. Мақалада мәдени меймандостықтың мәдени-таннымдық туризмді дамытудағы рөлі әмпирикалық түргыда зерттелген. Зерттеу Туркістан қаласындағы мәдени-таннымдық обьектілерге барған 80 туристтің тәжірибесіне негізделген. *ATLAS Cultural Tourism Questionnaire (2021)* сауалнамасы қолданылып, жергілікті ерекшеліктерге бейімделген. Деректер SPSS бағдарламасында валидтілік тестілеуі, сипаттамалық

статистика, корреляциялық және регрессиялық анализ арқылы өндөлген. Нәтижелер туристтердің мәдени меймандостық тәжірибесін жоғары бағалаганын, әйел туристтердің бұл тәжірибелі ерлерге қарағанда жақсы бағалаганын көрсетті. Сонымен қатар, мәдени меймандостық туристтердің дестинацияга қанагаттануына және қайта келу ниетіне айтарлықтай әсер ететіндігі анықталды. Зерттеу Түркістан қаласындағы мәдени-танымдық туризмді дамытуда мәдени меймандостықты негізгі фактор ретінде қарастыру қажеттілігін дәлелдейді.

Кілт сөздер: мәдени меймандостық, мәдени-танымдық туризм, туристтік тәжірибе, қанагаттану деңгейі, дестинацияга адалдық

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КУЛЬТУРНАЯ ГОСТЕПРИИМНОСТЬ КАК ФАКТОР РАЗВИТИЯ КУЛЬТУРНО-ОБРАЗОВАТЕЛЬНОГО ТУРИЗМА

Аннотация. В статье эмпирически исследуется роль культурной гостеприимности в развитии культурно-образовательного туризма. Исследование основано на опыте 80 туристов, посетивших культурно-образовательные объекты города Туркестан. Для сбора данных была использована анкета *ATLAS Cultural Tourism Questionnaire (2021)*, адаптированная с учётом местных особенностей. Обработка данных проводилась в программе SPSS с применением тестирования валидности, описательной статистики, корреляционного и регрессионного анализа. Результаты показали, что туристы высоко оценили свой опыт культурной гостеприимности, при этом женщины-туристы оценили его выше, чем мужчины. Кроме того, было установлено, что культурная гостеприимность оказывает значительное влияние на удовлетворённость туристов дестинацией и их намерение вернуться. Исследование подтверждает необходимость рассматривать культурную гостеприимность в качестве ключевого фактора развития культурно-образовательного туризма в городе Туркестан.

Ключевые слова: культурная гостеприимность, культурно-образовательный туризм, туристский опыт, уровень удовлетворённости, лояльность к дестинации