

Measuring Tourist's Satisfaction in Qatar

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Abstract

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Objective: This study aims to analyze the factors influencing international tourists' satisfaction with their tourism experience in Qatar.

Methods: The study adopted a descriptive-analytical approach. Primary data were collected using a questionnaire distributed to a random sample of 430 international tourists at major tourist sites in Qatar.

Findings: The statistical analysis results indicated a significant positive impact of the quality of tourism services, the diversity of activities and events, and the alignment of the experience with tourists' expectations on their overall satisfaction with the trip. The findings also revealed a positive relationship between tourists' satisfaction and their intention to revisit Qatar and recommend it to others.

Conclusion: The study provides important insights into the factors influencing international tourists' satisfaction in Qatar. The results highlight the significant impact of service quality, diversity of activities, and expectation alignment on overall satisfaction.

Keywords: Tourist satisfaction, quality of tourism services, tourist expectations, tourist experience, revisit intentions, tourism in Qatar.

قياس رضا السائحين عن تجربتهم السياحية في قطر

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ملخص

الهدف: تهدف هذه الدراسة إلى تحليل العوامل المؤثرة على رضا السائحين الدوليين عن تجربتهم السياحية في قطر.

المنهجية: اتبعت الدراسة المنهج الوصفي التحليلي. وقد تم جمع البيانات الأولية باستخدام استبيان تم توزيعه على عينة عشوائية من 430 سائحاً دولياً من الواقع السياحية الرئيسية في قطر.

النتائج: أظهرت نتائج التحليل الإحصائي تأثيراً إيجابياً ومهمًا لجودة الخدمات السياحية، وتنوع الأنشطة والفعاليات، ومواءمة التجربة مع توقعات السائحين على مستوى رضاهم العام عن الرحلة. كما كشفت النتائج عن وجود علاقة إيجابية بين رضا السائح، ونية إعادة زيارته قطر، والتوصية بها لدى المعرف.

الخلاصة: تقدم الدراسة رؤى مهمة حول العوامل المؤثرة على رضا السائحين الدوليين في قطر. وتوكّد النتائج على التأثير الكبير لجودة الخدمة، وتنوع الأنشطة، ومواءمة التوقعات مع التجارب على الرضا العام.

الكلمات الدالة: رضا السائح، جودة الخدمات السياحية، توقعات السائحين، تجربة السائح، نوايا إعادة الزيارة، السياحة في قطر.



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Introduction

Qatar has emerged as a highly promising tourist destination in recent years, attracting global attention through its successful hosting of major sports and cultural events, including the highly acclaimed 2022 FIFA World Cup. The Qatari government's effective promotional campaigns have further bolstered awareness of Qatar as an attractive tourist hub. However, despite significant growth in visitor numbers, with an annual increase of 20% between 2010 and 2020 (qatartourism, 2017), Qatar still faces challenges in establishing itself as a sustainable, year-round tourist destination. Most visits are currently short-term and associated with specific events (Saleh et al., 2021).

Furthermore, outside the peak season from October to March, hotel occupancy rates in Qatar have experienced substantial declines. This indicates seasonal fluctuations and demand in tourist demand (Saleh et al., 2021; Musinguzi, 2014). The conclusion of the 2022 FIFA World Cup led to a noticeable downturn in Qatar's real estate and hospitality sectors (Bloomberg, 2023). Additionally, Qatar encountered hurdles in diversifying its tourism offerings. According to Qatar Vision 2023, the government is looking to promote Qatar as a sport destination (Qatar Vision 2023). Currently, most tourism revolves around businesses, Doha as an urban destination, and sports tourism, and there is relatively low demand for entertainment, cultural, and environmental tourism (Al-Hurra, 2023).

Qatar's tourism strategy aims at positioning the country as one of the most desirable destinations worldwide for both leisure and business. Qatar's tourism offerings –from arts and culture, to adventure and sport, to sand and sea – are distinct, providing traditional experiences with a unique modern twist (Qatar Ministry of Foreign Affairs, n.d.)

Tourist satisfaction serves as a fundamental indicator of the success of any tourist destination, as higher satisfaction levels correlate with an increased intention to return and positive word-of-mouth, contributing to the destination's reputation. Satisfaction is closely tied to previsit expectations and how well the actual experience aligns with them (Dawd, 2022). Tourist satisfaction plays a crucial role in fostering destination loyalty, as it directly impacts a tourist's intention to revisit and promote the location.

Research indicates that several key factors influence tourist satisfaction, including the quality of tourism services, the image and reputation of the destination, and the extent to which the visit meets tourists' expectations and motivations (Suthathip, 2014; Bam & Kunwar, 2020; Durie & Kebede, 2017; Suanmali, 2014).

Limited number of studies have comprehensively analyzed and measured the satisfaction levels of international tourists in Qatar and the factors that influence them, particularly considering recent tourism developments and the hosting of the 2022 FIFA World Cup. Therefore, this study aims to analyze and understand the key factors influencing the satisfaction levels of international tourists regarding their tourism experience in Qatar and the services offered. This would support the development of effective strategies that accurately reflect Qatar's tourism offerings, and facilitate a better understanding of Qatar's tourism products, their strengths and weaknesses, and enable more effective planning to enhance tourist attraction and loyalty.

Literature Review and Hypothesis Development

Factors of tourist satisfaction

Tourist satisfaction is heavily influenced by facilities, infrastructure, hotels, and transportation. Essential elements include transportation systems like airports, roads, and public transport, which ensure accessibility and convenience (Suanmali, 2014; Bam & Kunwar, 2020). Accommodations such as hotels and resorts cater to different market segments and play a vital role in satisfaction (McKercher et al., 2023). Recreational facilities, health and safety services, and technological infrastructure, including high-speed internet, further enhance tourist experiences (Mandić et al., 2018; Rahman, 2019).

Hotel services significantly shape tourists' experiences and satisfaction, with location, interior design, cleanliness, and responsive staff being key determinants of guest satisfaction. Complementary services, including dining and entertainment, also contribute to tourists' satisfaction (Suanmali, 2014; Bam & Kunwar, 2020).

Transportation quality impacts satisfaction through modern public transport, accessible information, and affordable options. Safety, maintenance, and sustainable alternatives also enhance the experience (Dissanayake & Harsha, 2019).

Therefore, it can be hypothesized that:

H1: The quality of tourism services has a significant impact on international tourist satisfaction in Qatar.

Diversity of tourism activities and events

Diverse and engaging tourism activities enhance tourist satisfaction by fulfilling recreational, educational, and cultural needs. Activities like guided tours to historical and cultural sites offer insight into a destination's heritage, while environmental and adventure activities, such as dune climbing, wildlife viewing, diving, and paragliding, attract specific tourist segments (Teixeira et al., 2019; Jeong & Kim, 2019). The variety of activities helps destinations appeal to a wide range of interests, boosting their success and sustainability (Jurowski & Nickerson, 2016). It can be hypothesized that:

H2: The diversity of tourism activities and events in Qatar significantly impacts international tourist satisfaction.

Tourists' expectations and the actual experiences

In tourism, the alignment between tourists' expectations and actual experiences plays a key role in shaping overall satisfaction (Sánchez-Fernández et al., 2020). Exploring how well tourists' expectations are met during their visit to Qatar is crucial, as perceptions of a destination heavily depend on this alignment. Understanding this relationship helps reveal its significant impact on trip satisfaction. It can be hypothesized that:

H3: The extent to which tourists' expectations match their actual experiences significantly affects their satisfaction with their trip to Qatar.

Impact of tourist satisfaction

Loyalty and revisit

Studies have indicated a close relationship between tourist satisfaction and the likelihood of recommending a destination to others. Satisfied tourists are highly likely to share their positive experiences by praising them verbally to friends and family (Word-of-mouth), or by sharing photos and positive impressions on social media platforms (Bam & Kunwar, 2020). This is driven by tourists' conscious desire to help their destination, which makes them happy and provides an enjoyable experience by providing a living testimony of its worthiness and service quality.

It can be hypothesized that

H4: An increase in the overall satisfaction level of international tourists with their experience in Qatar leads to a higher likelihood of them spreading positive words about Qatar as a tourist destination.

Positive publicity and recommendation

Research shows a strong link between tourist satisfaction and the likelihood of revisiting a destination. The more satisfied tourists are, the more likely they are to return for repeat experiences. Satisfaction also fosters positive perceptions, encouraging revisits (Bam & Kunwar, 2020). Additionally, satisfied tourists often share their experiences through word of mouth and social media, endorsing the destination. This desire to support a place that provided an enjoyable experience highlights its quality. It can be hypothesized that:

H5: Higher satisfaction among international tourists in Qatar increases the likelihood of return visits.

Conceptual framework and Methodology

Conceptual framework

This study aims to validate several hypotheses derived from a comprehensive literature review on the research subject. These hypotheses explore the connection between various independent variables, such as the quality of tourism services, the range of activities available, and the alignment with tourists' expectations, and their influence on the dependent variable – the degree of international tourists' satisfaction with their Qatar experience. Additionally, certain hypotheses examine how satisfaction levels impact tourists' intentions to promote for and revisit Qatar (Figure 1).

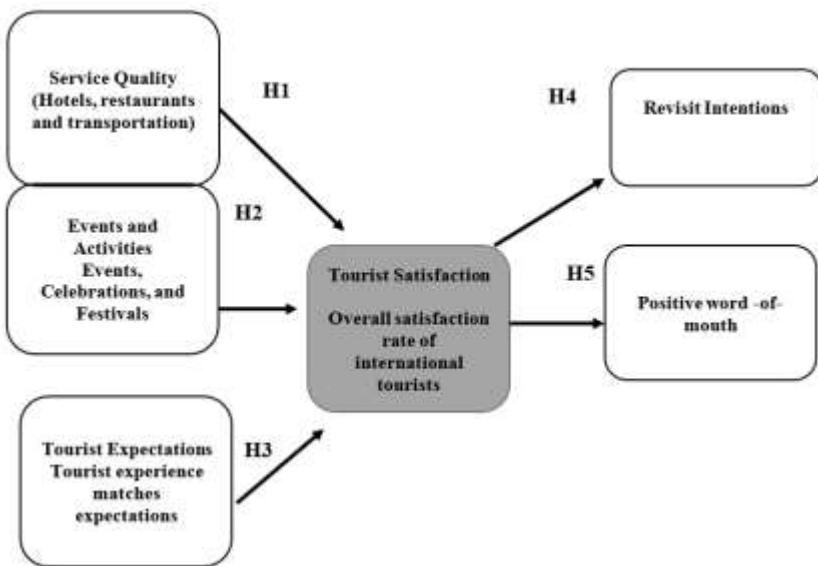


Figure 1: Research model

The concept of tourist satisfaction

Tourist satisfaction refers to the feelings of happiness and fulfillment experienced by tourists after visiting a specific destination (Castro et al., 2017). This arises from the overall evaluation of a tourist's experience and the extent to which it meets their expectations and needs. Tourist satisfaction is closely linked to the concept of service quality since the level of satisfaction indicates the tourist's evaluation of the provided tourism product, whether it involves services or experiential aspects (Dmitrovic et al., 2007).

Satisfaction is a psychological variable that reflects a tourist's emotional state regarding their experience. At the same time, service quality is an objective variable that describes the components and characteristics of the tourism product. It is important to note that tourist satisfaction can vary among individuals based on their backgrounds, expectations, and motivations for travel. Tourists seeking relaxation and leisure may prioritize different factors compared to adventure-seeking tourists. For example, a tourist visiting Qatar for cultural exploration may prioritize access to museums, heritage sites, and traditional experiences, while another seeking leisure and entertainment might value modern attractions, shopping centers, and luxury accommodations (Castro et al., 2017, Wang et al., 2006).

In tourism research, tourist satisfaction, a crucial dependent variable, is intricately intertwined with several key independent variables that shape overall perceptions and enjoyment. Factors such as the Quality of tourism services, diversity of tourism activities and events, positive destination image, and perceived value, are instrumental in influencing and predicting levels of tourist satisfaction (Ramseok-Munhurun et al., 2015).

Models and theories for Measuring Tourist Satisfaction

Satisfaction occurs when an experience meets or exceeds expectations (Wang et al., 2006). To explain tourist satisfaction, the Tourist Expectation Gaps Model (TEGM) was proposed, focusing on the gap between tourists' pre-trip expectations and their actual experiences (Lee et al., 2016). Tourists form expectations based on marketing, advertising, and others' experiences (Lee et al., 2016; Gronroos, 2001). After visiting a destination, they compare their actual experiences with these expectations (Parasuraman et al., 1992). If the experience is negative, they feel dissatisfied (Lee et al., 2016).

The model identifies four key gaps:

The gap between tourists' expectations and the perceptions of tourism sector officials.

The gap between officials' perceptions and the actual specifications of tourism products.

The gap between advertised services and the services actually provided.

The gap between the actual services and what was promoted.

When these gaps are closed, the overall gap is resolved. This model can be applied to assess the gap between tourists' expectations and experiences in Qatar by using comparative survey questions.

Figure 1 presents a flowchart of the Tourist Expectation Gaps Model

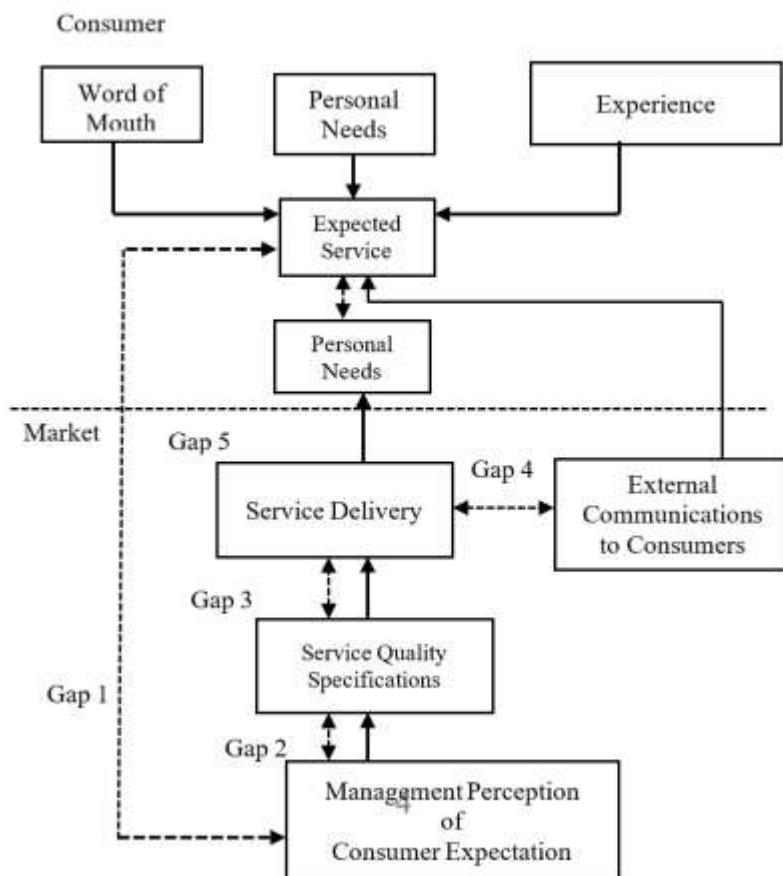


Figure 2: Tourist Expectation Gaps Model (Y. Lee et al., 2016)

Tourist Expectation Gaps Model enables the isolation of the effect of each variable on the dependent variable individually, thus distinguishing between the crucial factors that explain most of the variation in satisfaction levels and those with limited impact. The SERVQUAL Model was also used to measure service quality dimensions, such as reliability, responsiveness, assurance, and empathy, and their relationships with satisfaction (Saleh & Ryan, 1991). Questions about the different dimensions of tourism service quality can be included in the questionnaire, and the correlation between each dimension and the overall level of tourist satisfaction can be measured (Wang et al., 2006; Parasuraman, et al., 1992).

In addition to the models discussed earlier, this paper incorporates several other theoretical frameworks to provide a comprehensive analysis. The **Service-Profit Chain Model** (Heskett et al., 1997) is utilized to explore the links between service quality, customer satisfaction, loyalty, and profitability, highlighting the interconnected nature of these factors in driving success within the tourism sector. The **Performance Gap Theory** is also applied to examine discrepancies between tourists' expectations and their actual experiences, offering insights into areas for improvement in service delivery.

Furthermore, the paper employs the **Destination Competitiveness Theory** (Crouch & Ritchie, 1999), which emphasizes that a destination's ability to deliver a superior and satisfying tourism experience is critical for enhancing its competitiveness and attractiveness in comparison to alternative destinations. Lastly, the **User-Generated Content Marketing Theory** (Ye et al., 2011) underscores the role of tourist recommendations and positive experiences in

influencing the travel decisions of potential visitors, reinforcing the importance of delivering exceptional experiences to drive positive word-of-mouth and destination promotion. Together, these models provide a robust theoretical foundation for understanding the dynamics of tourist satisfaction and destination performance.

Methodology

The primary data collection tool used in this study was a questionnaire. It is well-suited for quantitative survey studies (Saunders et al., 2009). In order to verify the hypotheses in this investigation, the questionnaire was drawn up based on the literature review, and adapted to the object of study and the research work to be carried out (Bam and Kunwar, 2020; Jeong & Kim, 2019; Teixeira et al., 2019; Wang, 2016; Suanmali, 2014; Gronroos, 2001; Parasuraman, et al., 1992).

The questionnaire included closed-ended questions utilizing a 5-point Likert scale to measure participants' satisfaction levels and to evaluate various elements related to the tourism product.

The research questionnaire was designed using the Typeform platform (Typeform: Forms and Surveys, n.d.), a globally recognized and popular website for designing surveys. The questionnaire comprehensively covered the aspects of international tourist satisfaction with the tourism experience in Qatar and its influencing factors. It consisted of several main sections, beginning with the respondents' personal data, followed by separate sections dedicated to each study hypothesis. I formulated statements and questions based on established models and standardized scales from the literature, including the SERVQUAL which is a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions which are said to represent service quality (Saleh & Ryan, 1991), and tourist expectancy disconfirmation theory which posits that the level of satisfaction experienced by visitors is contingent upon the comparison between their initial expectations and the actual outcomes they encounter during a travel experience. Nov 8, 2023 (Webber, 1997).

Additionally, a section of the questionnaire collected general data on satisfaction levels, intention to revisit, and recommendations. Participants evaluated their overall satisfaction with their tourism experience in Qatar using a 5-point Likert scale. To accommodate a diverse range of tourists of different nationalities, all statements and questionnaire items were formulated in clear and simple language. Prior to fieldwork, the questionnaire applied to this research was reviewed by several experts, in order to check whether the questions were understood correctly. Once these previous checks were carried out, small improvements in the questionnaire were incorporated, and subsequently, the information was collated.

Multiple regression analysis was also used to measure the relationship between level of tourist satisfaction as a dependent variable and the set of independent variables that influence it. The basic idea behind this analysis was to determine whether the independent variables under study (quality of tourism services, the range of activities available, and the alignment with tourists' expectations) have a real and statistically significant impact on the dependent variable, which is the Overall satisfaction rate of Tourist (Gronroos, 2001). The independent variables that have a potential relationship with the phenomenon under study were identified based on the literature and previous studies. Then data on these variables as well as the dependent variable were collected through surveys or other data collection tools (Wang et al., 2006).

Multiple correlation coefficient was used to quantify the strength of those relationships in the context of the regression model.

The study utilized the **Analysis of Variance (ANOVA)** to evaluate differences in tourists' satisfaction across various factors, such as service quality, activity diversity, and alignment of expectations with experiences. ANOVA is a statistical technique used to determine whether there are significant differences between the means of three or more groups, providing insights into the variability within and between groups. This method is particularly effective in identifying patterns and relationships within complex datasets, making it a valuable tool for analyzing factors influencing tourist satisfaction (Field, 2018). By applying ANOVA, the study was able to isolate the key elements contributing to satisfaction and assess their relative impact, ensuring a rigorous and comprehensive analysis of the data.

Research Population and Sample

The study population comprised all international tourists visiting Qatar. According to the 2021 statistics from the Qatar Development Bank (QDB), approximately 2.1 million tourists visit Qatar annually. I chose 2021 as the reference year because it did not include a global event such as the World Cup hosted in 2022, which could have affected tourist flow.

Based on the sample size determination tables with a 95% confidence level and 5% margin of error, the ideal sample size for a simple random sample representing this population was 385 participants (Bartlett et al., 2001; Pallant, 2020). To ensure an adequate and representative sample, the questionnaire, designed by Typeform platform, was distributed to 690 tourists at major sites in Qatar including hotels, restaurants, and tourist attractions. We obtained a total of 430 complete questionnaires for analysis.

Statistical analysis of the study data involved several key steps. First, the data were thoroughly examined and cleaned to ensure quality by addressing missing, extreme, and incorrect values. Next, qualitative data from the questionnaire were transformed into numerical values for efficient statistical analysis using SPSS V26 software. Descriptive statistical tools were employed to express the participants' responses and assess their attitudes towards various study variables, including frequencies, percentages, and means.

Results and Discussion

Demographics

The survey included 430 participants, with 66.5% under the age of 40 and 33.5% aged 40- 50 years, indicating that Qatar's tourism offerings are particularly appealing to young and middle-aged visitors. In terms of gender distribution, 57.2% of participants were female, while 42.8% were male, showing a 14% higher representation of women. This indicates that female tourists are more inclined to participate in surveys and share their opinions about their tourism experiences in Qatar.

The sample represented a broad range of Arab nationalities, with a strong presence of tourists from Gulf Cooperation Council (GCC) countries, particularly Kuwait (15%), Saudi Arabia (10%), Bahrain (9%) and the United Arab Emirates (6%), reflecting close geographic and cultural ties. There was also significant participation from other Arab countries such as Lebanon (14%), and Yemen (12%), Tunisia (10%), Algeria (9%), Egypt (7%), Iraq (8%). These findings highlight Qatar's appeal to visitors from across the Arab world, drawn by its cultural and entertainment offerings.

Regarding visit frequency, 50.2% of participants had visited Qatar more than three times, while 27.7% were first-time visitors, and 22.1% had visited twice or thrice. Overall, 72.3% of participants had visited Qatar at least once, indicating a high rate of repeat visits. This suggests strong satisfaction with Qatar's tourism experience, as well as successful marketing efforts in attracting both new and returning tourists.

Evaluation of the Quality of Tourism Services in the country

In terms of evaluating the quality of hotel services and accommodation in Qatar, the survey results showed that the majority of participants were satisfied with these services, with 44.4% expressing complete satisfaction and 20% expressing overall satisfaction. In contrast, 19.8% expressed complete dissatisfaction, 6.7% expressed dissatisfaction, while 9.1% were unsure of their assessment. Looking at the cumulative percentages, we find that 64.4% of participants expressed their satisfaction to some extent with hotel services, compared to 26.5% who were dissatisfied and 9.1% who were neutral. These results indicate that Qatar has generally succeeded in providing hotel services and accommodation that satisfy the majority of tourists, with room for improvement to meet the expectations of the dissatisfied and neutral category. (Fig 1).

As for restaurant services and tourist attractions in Qatar, the results also showed a positive picture, with 37.4% expressing complete satisfaction, and 21.2% expressing overall satisfaction. While 19.8% expressed complete dissatisfaction, 8.6% expressed dissatisfaction, and 13% were unsure of their assessment. Looking at the cumulative percentages, we find that 58.6% of participants are satisfied to some extent with restaurant services and tourist attractions, compared to 28.4% who are dissatisfied, and 13% who are neutral. This indicates that Qatar has provided satisfactory services in this aspect to more than half of international tourists, with room for development to improve the experience of the less satisfied groups.



Figure 1: Hotel and tourist services

Regarding the evaluation of tourist transportation services in Qatar, the results showed a difference in the participants' opinions. 36.5% expressed their complete satisfaction with these services, 15.3% expressed their general satisfaction, while 25.3% expressed their dissatisfaction, 11.6% expressed their complete dissatisfaction, and 11.2% were unsure of their evaluation. Looking at the cumulative percentages, we find that 51.8% of the participants are satisfied to some extent with tourist transportation services, compared to 36.9% who are dissatisfied, and 11.2% who are neutral. These results show that there is a division in the level of satisfaction of international tourists with tourist transportation services in Qatar, with a large percentage of dissatisfied people, which calls for reconsidering the quality and efficiency of these services to better meet visitors' expectations.

As for tourism tours and activities in Qatar, the results also showed differences in satisfaction levels. 31.2% expressed complete satisfaction, 18.6% expressed overall satisfaction, 24.4% expressed complete dissatisfaction, 5.8% expressed dissatisfaction, and 20% were unsure of their assessment. Looking at the cumulative percentages, we find that 49.8% of participants are satisfied to some extent with the tours and tourist activities, compared to 30.2% who are dissatisfied, and 20% who are neutral. These results indicate that there are challenges in meeting the expectations of international tourists regarding tours and tourist activities in Qatar, as the percentage of satisfaction did not exceed 50%, with a large percentage who are dissatisfied or neutral, which requires the development and diversification of these services to enhance the visitor experience.

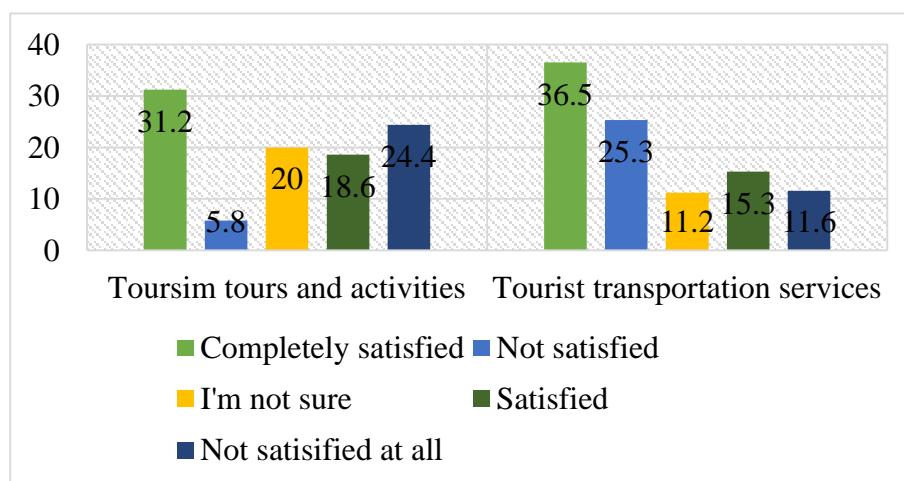


Figure 2: Transportation services and tourism activities

These results shed light on the challenges facing tourism transportation services, tourism tours and activities (الجولات والأنشطة السياحية) in Qatar from the perspective of international tourists. Satisfaction rates for both aspects did not exceed 52%, with a notable percentage of dissatisfied and neutral individuals. This highlights the need to reconsider strategies for developing these services, working on improving their quality, and diversifying them to meet tourists' expectations and

enhance their experiences.

Evaluation of the Diversity of Tourist Activities

Regarding the evaluation of the diversity of festivals and events in Qatar, the results showed that the majority of participants were satisfied with this aspect, with 33.5% expressing complete satisfaction, and 22.6% expressing overall satisfaction. In contrast, 21.9% expressed dissatisfaction, 8.4% expressed complete dissatisfaction, while 13.7% were unsure of their evaluation. Looking at the cumulative percentages, we find that 56.1% of participants are satisfied to some extent with the diversity of festivals and events, compared to 30.3% who are dissatisfied, and 13.7% who are neutral. These results indicate Qatar's success in providing a diverse festivals and events that meet the aspirations of more than half of international tourists.

As for the diversity of activities and tourist centers in Qatar, the results also showed a generally positive picture. 33.3% expressed complete satisfaction, and 21.2% expressed their overall satisfaction. While 24.9% expressed dissatisfaction, 4.2% expressed dissatisfaction at all, and 16.5% were unsure of their assessment. Looking at the cumulative percentages, we find that 54.5% of participants are satisfied to some extent with the diversity of activities and tourist centers, compared to 29.1% who are dissatisfied, and 16.5% who are neutral. This indicates that Qatar has succeeded in providing a diverse range of activities and tourist centers that meet the desires of more than half of international tourists,

Regarding the diversity of natural tourist places in Qatar, the results showed a difference in the opinions of participants. Whereas 29.5% expressed their complete satisfaction, and 18.6% expressed their satisfaction in general. While 31.2% expressed their dissatisfaction, 8.8% expressed their dissatisfaction at all, while 11.9% were unsure of their assessment. Looking at the cumulative percentages, we find that 48.1% of the participants are satisfied to some extent with the diversity of natural tourist sites, compared to 40% who are dissatisfied, and 11.9% who are neutral. These results demonstrate the challenge of meeting the aspirations of international tourists regarding the diversity of natural tourist places in Qatar, which calls for greater efforts to develop and market the country's diverse natural assets.

Finally, regarding the diversity of sports and group activities in Qatar, the results also showed a difference in satisfaction levels. 32.1% expressed complete satisfaction, and 17.7% expressed general satisfaction. While 30.9% expressed dissatisfaction, 7.4% expressed complete dissatisfaction, and 11.9% were unsure of their assessment. Looking at the cumulative percentages, we find that 49.8% of the participants are satisfied to some extent with the diversity of sports and group activities, compared to 38.3% who are dissatisfied, and 11.9% who are neutral. These results indicate an opportunity to improve and diversify Qatar's sports offerings and group activities to better meet tourists' expectations, especially with a large percentage of dissatisfied visitors exceeding a third of the participants. These results show that Qatar has succeeded in providing an acceptable diversity in festivals, events, activities and tourist centers, with satisfaction rates exceeding 50% in these two aspects. However, there are challenges in the diversity of natural places, sports and group activities, with satisfaction rates below 50% and dissatisfaction rates exceeding 38%.

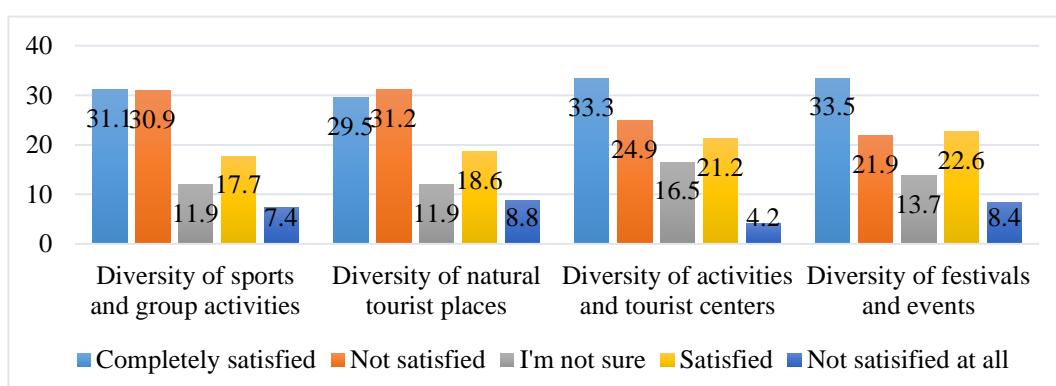


Figure 3: Evaluation of the diversity of tourism activities in the country

Expectations versus Reality

The comparison of tourists' expectations regarding hotel services in Qatar showed that most participants felt these services exceeded their expectations, with 47.7% expressing complete satisfaction and 15.8% generally satisfied. However, 26.5% reported that hotel services did not meet their expectations, including 5.3% who were completely dissatisfied. These findings align with the tourist expectancy disconfirmation theory, which states that customer satisfaction depends on the alignment between actual performance and prior expectations (Oliver, 1980). The overall positive reception of hotel services significantly contributed to high tourist satisfaction levels.

Regarding facilities and tourist activities, 37.2% of participants expressed complete satisfaction and 21.4% were generally satisfied. Nonetheless, 24.4% felt these offerings fell below expectations, with 5.1% completely dissatisfied. These results support the Destination Performance Model, which highlights the influence of facility and activity quality on tourist satisfaction (Žabkar et al., 2010).

In contrast, public tourist events exhibited greater variation. While 34.7% expressed complete satisfaction and 17.9% were generally satisfied, 28.8% reported that events did not meet their expectations, including 6.3% who were dissatisfied (fig 4). This reflects Performance Gap Theory which indicates that unmet expectations lead to dissatisfaction (Parasuraman et al., 1985). Despite many tourists feeling positively about events, the significant percentage of dissatisfied participants indicates a need for improved quality and diversity in event offerings.

Overall, these results underscore the importance of managing tourists' expectations to enhance satisfaction. Providing services, facilities, and activities that exceed expectations is key to increasing overall satisfaction and affinity for the destination, highlighting the need for ongoing improvements in tourism offerings.

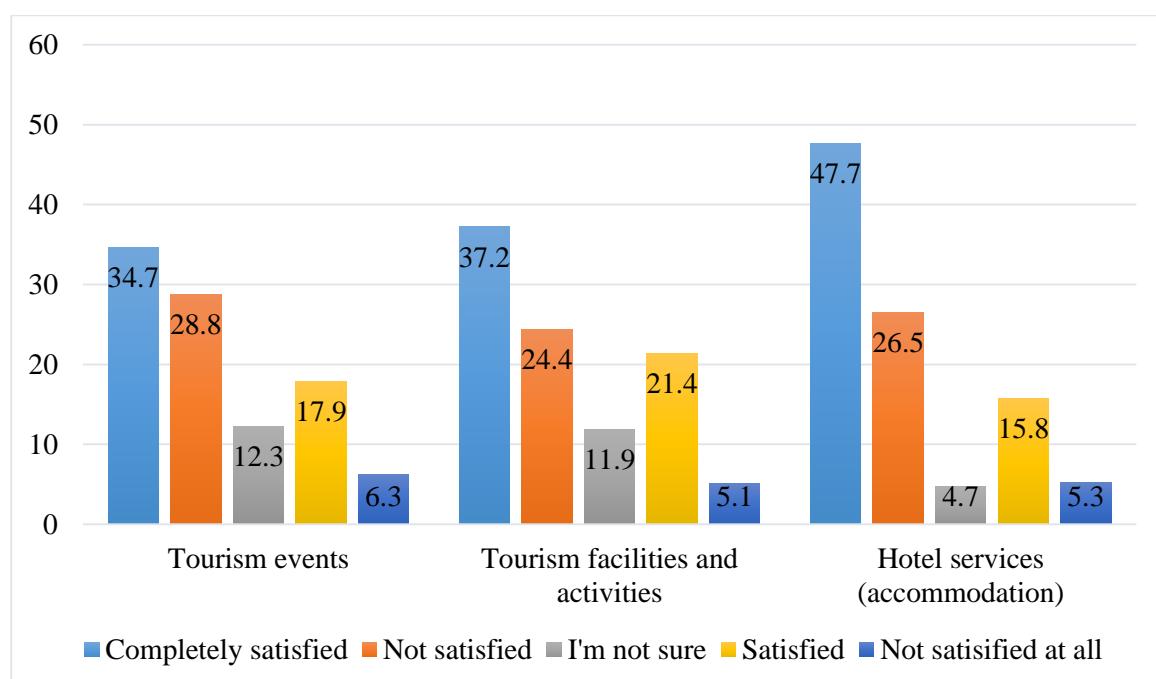


Figure 4: Tourist expectations versus reality

Regarding the ease of mobility and transportation in Qatar compared with tourists' expectations, the results demonstrated that most of the participants' experiences were positive and exceeded their expectations. Specifically, 40.2% expressed complete satisfaction and 13.5% were generally satisfied, indicating that Qatar's ease of access and transportation surpassed their expectations. However, 22.8% found the ease of access and transportation to be below their expectations, 11.4% expressed complete dissatisfaction, and 12.1% were unsure (Fig 5).

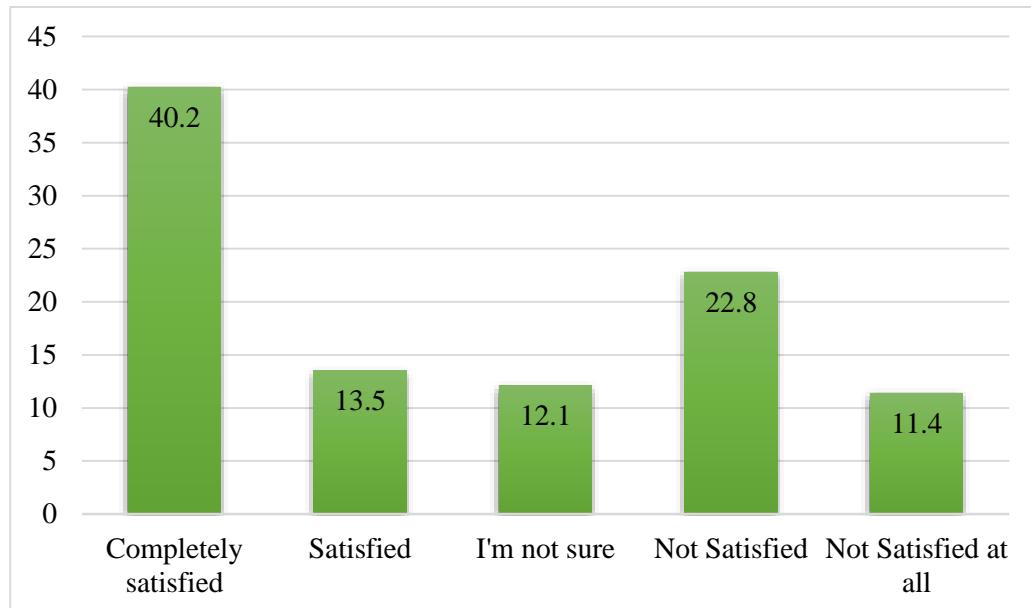


Figure 5: Ease of mobility — tourist expectations vs. reality

The results strongly support the Sustainable Tourism Mobility Model, highlighting the role of efficient transportation systems in enhancing tourist satisfaction and promoting sustainability in destinations (Gössling, 2017). Easy access to destinations and seamless mobility between landmarks are crucial for positive tourist experiences in Qatar. These findings align with the Service-Profit Chain Model, which links service quality, customer satisfaction, loyalty, and profitability (Heskett et al., 1997). Providing smooth transportation services enhances tourist satisfaction and loyalty, encouraging revisits and recommendations, thus benefiting sustainability and competitiveness in tourism.

Overall Satisfaction Rating

The evaluation of overall satisfaction with the tourism experience in Qatar revealed that a majority of participants expressed satisfaction. Specifically, 39.8% of respondents reported being completely satisfied with their experience, while 22.6% indicated general satisfaction. However, 19.8% expressed complete dissatisfaction, 10% reported dissatisfaction, and 7.9% were unsure of their evaluations. These findings align closely with the Tourist Satisfaction Model, which asserts that tourist satisfaction is determined by how well a destination meets or exceeds expectations (Pizam et al., 1978). The high satisfaction levels among tourists in Qatar indicate the destination's success in providing a comprehensive and fulfilling tourism experience that meets and surpasses expectations in various aspects of the journey.

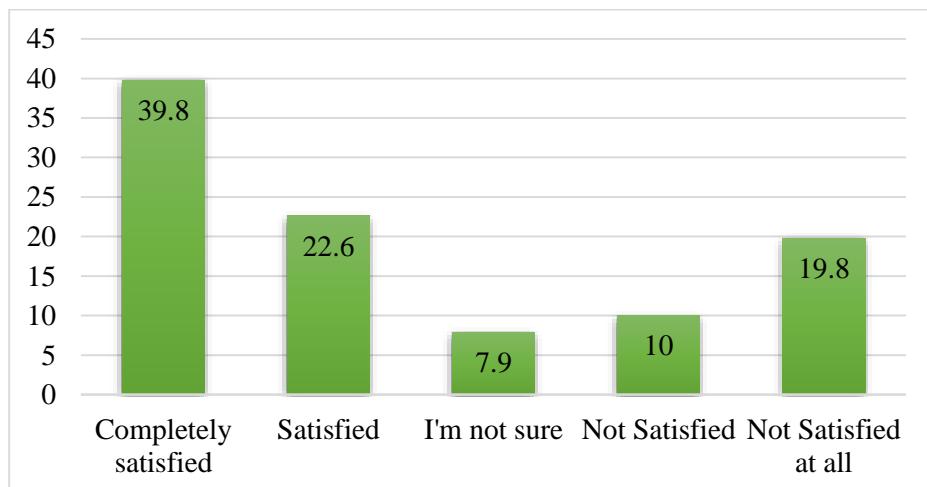


Figure 6: How satisfied are you with your tourism experience in Qatar?

Additionally, these results support the Destination Competitiveness Theory, which states that a destination's ability to deliver a superior and satisfying tourism experience is essential for enhancing its competitiveness and attractiveness compared to other destinations (Crouch & Ritchie, 1999). High levels of tourist satisfaction enhance a destination's reputation, encouraging tourists to revisit and recommend it, thereby contributing to the sustainability and growth of the tourism sector.

Nevertheless, the approximately 29.8% (10%, 19.8%) of dissatisfied tourists warrant attention from decision-makers in Qatar's tourism sector. Understanding the reasons for dissatisfaction among this group is crucial for identifying aspects that do not meet expectations and addressing them effectively. Moreover, achieving tourist satisfaction requires coordinated efforts from all stakeholders in the tourism sector, including government entities, tourism companies, hotels, restaurants, and service providers (Gunn & Var, 2002). A comprehensive and participatory approach to developing and managing tourist destinations is vital, focusing on improving service quality and enhancing the tourist experience at all interaction points.

Future Intentions

Regarding future intentions of tourists to revisit Qatar, the results showed that the majority of participants expressed their intention to return and visit Qatar again. 52.6% stated that they strongly agreed to return to visit Qatar, and 10.7% agreed. In contrast, 21.6% expressed their disagreement with returning, 8.1% strongly disagreed, and 7% were unsure. These results are consistent with the Theory of Planned Behavior, which suggests that behavioral intentions, including the intention to revisit a tourist destination, are influenced by positive attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). The positive tourist experience and overall satisfaction expressed by the majority of tourists in Qatar are reflected in their intentions to repeat their visit in the future (Fig 7).

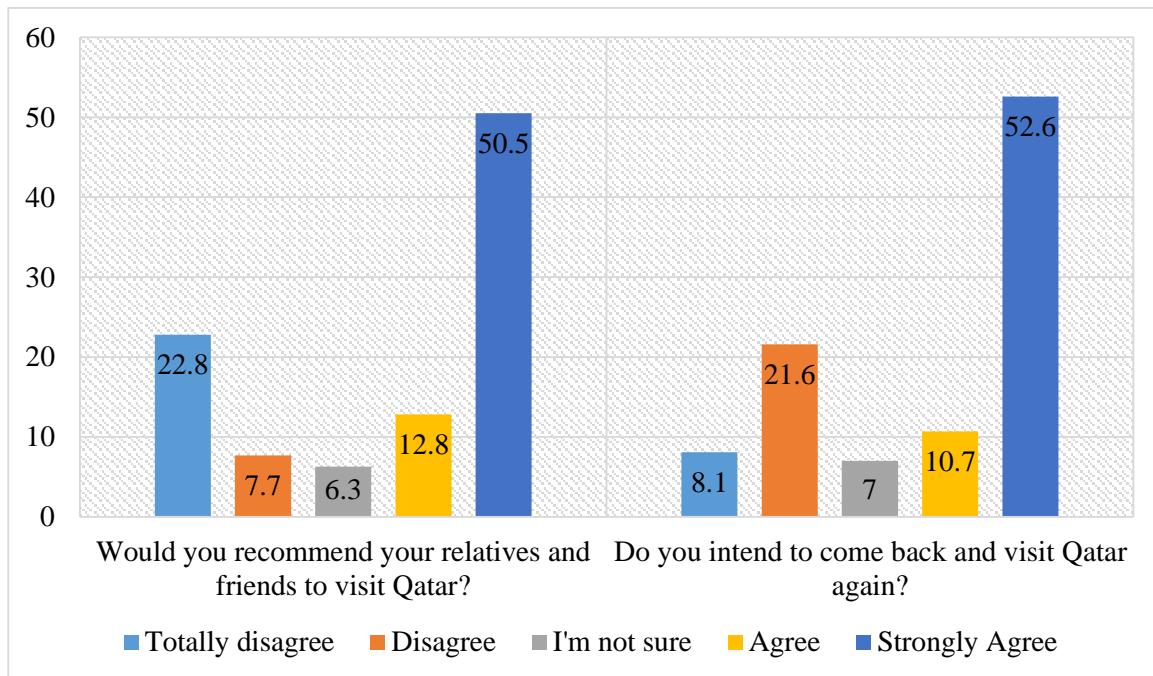


Figure 7: Future intentions of visitors

These results are consistent with previous research, confirming a strong relationship between tourist satisfaction, loyalty to the destination, and the intention to revisit (Chi & Qu, 2008; Yoon & Uysal, 2005). Satisfied tourists tend to develop emotional attachments to their destinations and are more likely to return in the future.

The results showed a positive trend regarding tourists' intentions to recommend Qatar to relatives and friends. It was reported that 50.5% strongly agreed to recommend that others visit Qatar and 12.8% agreed. In contrast, 22.8% strongly disagreed with the recommendations, 7.7% disagreed, and 6.3% were unsure. These results align with User-Generated

Content Marketing Theory, which emphasizes the importance of tourist recommendations and their positive experiences in influencing others' travel decisions (Ye et al., 2011). Satisfied tourists become ambassadors to the destination, and their recommendations serve as effective and reliable promotions.

These results align with previous studies showing that tourist satisfaction and positive experiences increase the likelihood of tourists engaging in recommendations and positive word-of-mouth regarding the destination (Hosany & Prayag, 2013; Prebensen et al., 2013). Satisfied tourists share their experiences with others both verbally and through social media, which enhances the destination's image and attracts new tourists.

Reliability and Validity Tests

Cronbach's alpha was used to assess internal consistency and reliability of the questionnaire. Coefficients for all four dimensions—service quality, activity diversity, expectations versus reality, and future intentions—ranged from 0.945 to 0.973, well above the acceptable threshold of 0.7, demonstrating high reliability and consistency in the study measures.

Table 1: Cronbach's Alpha Test

Dimensions and factors	Cronbach's Alpha	N of Items
Evaluation of the quality of tourism services	0.945	4
Evaluation of the diversity of tourism activities	0.951	4
Expectations versus reality	0.945	4
Future intentions	0.973	2

Pearson Correlation Coefficient

Based on the results of the Pearson's correlation coefficient test at the cluster level in Table 2, evaluating the quality of tourism services revealed significant positive correlations between the variables. The correlation coefficients ranged from 0.724 to 0.930, and all were statistically significant at the 0.01 level. These findings indicate that tourists' evaluations of one aspect of tourism service quality are strongly related to their evaluations of other aspects. For example, tourists who express satisfaction with hotel services are likely to be satisfied with restaurants, transportation, and tourist activities.

Table 2: Pearson Correlation Coefficient Test

Variables	Correlation coefficient	Sig
Evaluation of the quality of tourism services	0.930	0.000
Evaluation of the diversity of tourism activities	0.928	0.000
Expectations versus reality	0.888	0.000
Future intentions	0.955	0.000

The evaluation of tourist activity diversity showed a strong positive correlation between variables, with coefficients ranging from 0.768 to 0.928, all statistically significant at the 0.01 level. This suggests that satisfaction with one aspect of activity diversity is linked to satisfaction with others. For example, tourists who enjoy festivals and events are likely to be satisfied with activities, tourist centers, natural attractions, and group sports.

Similarly, correlation coefficients between expectations and reality, ranging from 0.730 to 0.888 (all significant at 0.01), indicate that exceeding expectations in one area, such as hotel services, relates to higher satisfaction in other areas, like facilities, activities, and public events.

A correlation of 0.955 (significant at 0.01) between future intentions, like returning to Qatar and recommending it, highlights that tourists planning to return are also most likely to recommend the destination, and vice versa.

These findings reveal strong positive correlations across various aspects of tourists' evaluations in Qatar, whether related to service quality, activity diversity, or expectations versus reality. This emphasizes the need for a comprehensive approach to improving tourism offerings, enhancing tourist satisfaction, and fostering loyalty.

Hypothesis Testing

H1: There is a statistically significant impact of the quality of tourism services on international tourists' satisfaction with their experience in Qatar.

Table 3 presents the multiple correlation coefficient (R) between the independent variable (quality of tourism services) and dependent variable (international tourist satisfaction), which was 0.837, suggesting a strong correlation. The coefficient of determination (R Square) was 0.700, indicating that the independent variable (quality of tourism services) accounted for 70% of variance in the dependent variable (international tourist satisfaction).

Table 3: Hypothesis 1 - Multiple correlation coefficient (R) between the independent variable (quality of tourism services) and dependent variable (international tourist satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	0.700	0.698	0.858
a. Predictors: (Constant), Tours and activities, Tourist transportation services, Hotel services (accommodation), Restaurant services and tourist attractions				

Table 4 demonstrates the statistical significance of the overall multiple regression model, with a significance value (F) of 248.436 at the 0.000 level, indicating high statistical significance. This implies that the quality of tourism services has a substantial effect on international tourists' satisfaction.

Table 4: Hypothesis 1 - Analysis of Variance: statistical significance of the overall multiple regression model

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	732.112	4	183.028	248.436
	Residual	313.107	425	0.737	
	Total	1045.219	429		
a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar b. Predictors: (Constant), Tours and activities, Tourist transportation services, Hotel services (accommodation), Restaurant services and tourist places					

Table 5 shows the regression coefficients for each independent variable and their impact on the dependent variable. The results revealed that hotel services (accommodations) have a statistically significant positive effect on tourist satisfaction ($\beta = 0.443$, $\text{Sig.} = 0.000$); restaurant and tourist attraction services had a statistically significant positive effect on tourist satisfaction ($\beta = 0.235$, $\text{Sig.} = 0.006$); tourist transportation services did not have a statistically significant effect on tourist satisfaction ($\beta = -0.016$, $\text{Sig.} = 0.727$), and tours and tourist activities had a statistically significant positive effect on tourist satisfaction ($\beta = 0.207$, $\text{Sig.} = 0.000$).

Table 5: Hypothesis 1 - Regression coefficients for each independent variable and their impact on the dependent variable

Coefficients ^a						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B	Beta				
(Constant)	0.468		0.111		4.213	0.000
Hotel services (accommodation)	0.442		0.072	0.443	6.138	0.000
Restaurant and tourist services	0.239		0.086	0.235	2.775	0.006
Tourist transportation services	-0.016		0.047	-0.016	-0.349	0.727
Tourist tours and activities	0.209		0.055	0.207	3.758	0.000
a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar?						

Based on these findings, it can be strongly concluded that H1, "There is a statistically significant impact of the quality of tourism services on the level of international tourists' satisfaction with their experience in Qatar," is supported. The results demonstrate a significant and robust effect of the overall quality of tourism services on tourist satisfaction, with three of the four dimensions of service quality (hotel services, restaurant and tourist attraction services, tours, and tourist activities) exhibiting a statistically significant positive effect on satisfaction.

These findings align with those of previous studies that examined the relationship between tourism service quality and tourist satisfaction. For instance, Suanmali (2014) emphasizes the importance of hotel and restaurant service quality in achieving tourist satisfaction. Bam and Kunwar (2020) highlight the significant role of facility quality and tourist activities in enhancing tourist satisfaction. These results also support the theoretical frameworks of tourist satisfaction, such as Expectation Confirmation Theory and the Service Performance Model, which establish a link between the quality of services provided and customer satisfaction.

H2: The diversity of activities and tourist events in Qatar have a statistically significant impact on the level of international tourist satisfaction with their experience in Qatar.

Table 6 demonstrates a substantial correlation between the independent variable "the diversity of activities and tourist events", and the dependent variable, international tourist satisfaction, with a correlation coefficient (R) of 0.770. The coefficient of determination (R Square) indicates that the independent variables explain 59.3% of the variance in international tourist satisfaction.

Table 6: Hypothesis 2 - Substantial correlation between the independent variable "the diversity of activities and tourist events", and the dependent variable, international tourist satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	0.593	0.590	1.000
a. Predictors: (Constant), Diversity of sports and group activities, Diversity of activities and tourist centres, Diversity of natural tourist places, diversity of festivals and events				

The Analysis of Variance (ANOVA) in Table 7 shows that the overall multiple regression model exhibits high statistical significance, with an F-value of 155.062 and a significance level of 0.000. This indicates the significant effect of the combined independent variables (diversity of activities and tourist events) on international tourist satisfaction.

Table 7: The significant effect of the combined independent variables (diversity of activities and tourist events) on international tourist satisfaction

ANOVA ^a						
Sig.	F	Mean Square	df	Sum of Squares	Model	
.000 ^b	155.062	155.058	4	620.231	Regression	1
		1.000	425	424.987	Residual	
			429	1045.219	Total	
a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar?						
b. Predictors: (Constant), Diversity of sports and group activities, Diversity of activities and tourist centres, Diversity of natural tourist places, diversity of festivals and events						

The coefficients in Table 8 show the effects of each independent variable on the dependent variable. This demonstrates that the diversity of festivals and events has a statistically significant positive effect on tourist satisfaction (beta = 0.259, Sig. = 0.003). Similarly, the diversity of activities and tourist centers significantly and strongly influenced tourist satisfaction (Beta = 0.436, Sig. = 0.000). However, the diversity of natural tourist attractions does not statistically affect tourist satisfaction (Beta = -0.033, Sig. = 0.659). Conversely, diversity in sports and group activities has a statistically significant positive effect on tourist satisfaction (beta = 0.141, Sig. = 0.029).

Table 8: Hypothesis 2 - The effects of each independent variable on the dependent variable

Model	B	Coefficients ^a		Beta	t	Sig.
		Unstandardized Coefficients	Std. Error			
Constant	0.205	0.143			1.429	0.154
Diversity of festivals and events	0.296	0.098	0.259		3.022	0.003
Diversity of activities and tourist centers	0.528	0.108	0.436		4.864	0.000
Diversity of natural tourist places	-0.037	0.083	-0.033		-0.442	0.659
Diversity of sports and group activities	0.158	0.072	0.141		2.190	0.029

a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar?

These results strongly support H2, showing that the diversity and quality of activities and events in Qatar significantly impact international tourists' satisfaction. Three of the four dimensions—festivals, events, activities and tourist centers, and sports and group activities—had a positive and statistically significant effect on satisfaction.

These findings align with Teixeira et al. (2019), who emphasized the importance of festival diversity, and Jeong and Kim (2019), who highlighted the role of activity and tourist center diversity in enhancing satisfaction and destination association.

However, the lack of a statistically significant effect from the diversity of natural tourist attractions raises questions about its effectiveness in Qatari tourism or suggests opportunities for improvement. Further research is needed to understand these results. Overall, the findings confirm the importance of activity and event diversity in achieving tourist satisfaction in Qatar, though some areas warrant further investigation.

H3: The degree to which tourists' expectations align with their actual experience has a statistically significant effect on their satisfaction level with their trip to Qatar.

The Model Summary in Table 9 reveals a strong correlation between the independent variables representing the degree of alignment of tourists' expectations with their experiences and the dependent variable, tourist satisfaction level, with a correlation coefficient (R) of 0.801. The coefficient of determination (R Square) indicates that the independent variables explained 64.2% of the variance in tourist satisfaction levels.

Table 9: Hypothesis 3 - Correlation between the independent variable, alignment of tourists' expectations with their experiences and the dependent variable, tourist satisfaction level

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.801 ^a	0.642	0.638	0.939	

a. Predictors: (Constant), General tourist activities, accessibility and mobility, Hotel services (accommodation), Tourist facilities and activities

The Analysis of Variance (ANOVA) in Table 10 demonstrate that the overall multiple regression model was highly statistically significant, with an F-value of 190.197 and a significance level of 0.000. This confirms the significant effect of the degree of tourists' expectations alignment with their experiences on their satisfaction level with their trip to Qatar.

Table 10: Hypothesis 3 - Significant effect of the degree of tourists' expectations alignment with their experiences on their satisfaction level with their trip to Qatar

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	670.601	4	167.650	190.197
	Residual	374.618	425	0.881	
	Total	1045.219	429		

a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar b. Predictors: (Constant), General tourism activities, ease of access and transportation, Hotel services (accommodation), Tourism facilities and activities

The coefficients in Table 11 indicate the effect of each independent variable on the dependent variable. This indicates that the degree of alignment with hotel services has a statistically significant positive effect on tourist satisfaction (Beta = 0.288, Sig. = 0.000). Similarly, the degree of alignment between facilities and tourist activities had a strong and statistically significant positive effect on satisfaction levels (Beta = 0.349, Sig. = 0.000). However, the degree of alignment in ease of access and transportation did not statistically affect the satisfaction levels (Beta = 0.018, Sig. = 0.722). Finally, the degree of alignment with general tourist events had a statistically significant positive effect on satisfaction levels (Beta = 0.185, Sig. = 0.012).

Table 11: Hypothesis 3 - Effect of each independent variable on the dependent variable

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
Constant	0.074	0.134		0.554	0.580
Hotel services (accommodation)	0.318	0.072	0.288	4.411	0.000
Tourist facilities and activities	0.408	0.089	0.349	4.597	0.000
Accessibility and mobility	0.019	0.053	0.018	0.356	0.722
General tourism events	0.209	0.083	0.185	2.529	0.012

a. Dependent Variable: Overall: How satisfied are you with your tourism experience in Qatar?

These results support H3, showing that the alignment of tourists' expectations with their experiences significantly affects their satisfaction with trips to Qatar. Three of the four dimensions—hotel services, facilities and activities, and general events—had a positive and statistically significant effect on satisfaction, confirming that meeting tourists' expectations is key to their satisfaction.

These findings align with previous studies, such as Wang (2016) and the Expectation Confirmation Theory (Žabkar et al., 2010), which also found that meeting or exceeding expectations increases satisfaction.

However, the lack of a statistically significant effect regarding ease of access and transportation may suggest this factor has little influence on satisfaction in Qatar or that tourists' expectations in this area are already met. Further research is needed to explore this. Overall, the results confirm the importance of expectation alignment in determining tourist satisfaction, while some aspects require further investigation.

H4: The high overall satisfaction among international tourists with their experience in Qatar increases the likelihood of them spreading positive words about Qatar as a tourist destination.

The Model Summary in Table 12 illustrates a highly robust correlation between the independent variable—the overall satisfaction level of international tourists with their experience in Qatar—and the dependent variable—the likelihood of spreading positive words about Qatar as a tourist destination—with a correlation coefficient (R) of 0.807. The coefficient of determination (R Square) indicates that 65.1% of the variance in the likelihood of tourists spreading positive words about Qatar could be explained by their overall satisfaction with their experiences in Qatar.

Table 12: Hypothesis 4 - Correlation between the independent variable—the overall satisfaction level of international tourists with their experience in Qatar—and the dependent variable—the likelihood of spreading positive words about

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	0.651	0.650	0.867
a. Predictors: (Constant), Overall: How satisfied are you with your tourism experience in Qatar?				

The Analysis of Variance (ANOVA) in Table 13 demonstrates that the simple regression model is statistically significant, with an F-value of 797.568 and a significance level of 0.000. This confirms the significant effect of international tourists' overall satisfaction with their experiences in Qatar on the likelihood of spreading positive words about Qatar as a tourist destination.

Table 13: Hypothesis 4 - Analysis of Variance

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	600.021	1	600.021	797.568
	Residual	321.990	428	0.752	
	Total	922.012	429		
a. Dependent Variable: Do you intend to return and visit Qatar again b. Predictors: (Constant), Overall: How satisfied are you with your tourism experience in Qatar?					

The coefficients in Table 14 show the impact of the independent variables on the dependent variable. They indicated that the overall satisfaction level of international tourists with their experience in Qatar had a strong positive and statistically significant effect on the likelihood of spreading positive words about Qatar (Beta = 0.807, Sig. = 0.000). This suggests that as tourists' satisfaction with their experience in Qatar increases, the likelihood of spreading positive words about Qatar as a tourist destination also increases.

Table 14: Hypothesis 4 - Impact of the independent variables on the dependent variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Constant		1.108	0.103		10.712	0.000
Overall: How satisfied are you with your tourism experience in Qatar?		0.758	0.027	0.807	28.241	0.000
a. Dependent Variable: Do you intend to return and visit Qatar again?						

These results strongly support H4, which posits that "the high level of overall satisfaction among international tourists with their experience in Qatar leads to an increased likelihood of them spreading positive words about Qatar as a tourist destination." The findings demonstrate the significant and strong influence of tourist satisfaction levels on their likelihood of engaging in Qatar's positive promotion. This confirms that satisfied tourists become ambassadors to the destination verbally and through social media, spreading positive words about the destination to others.

These findings align with those of numerous previous studies that examined the relationship between tourist satisfaction and positive destination promotions. For example, Bam and Kunwar (2020) confirmed that satisfied tourists are inclined to share their positive experiences and recommend destinations. These results are also consistent with User-Generated Content

Marketing Theory, which emphasizes the importance of tourist recommendations and positive experiences in influencing others' travel decisions (Ye et al., 2011). Additionally, these findings align with those of previous studies showing that tourist satisfaction and positive experiences increase the likelihood of recommending and speaking positively about a destination (Hosany & Prayag, 2013; Prebensen et al., 2013). Satisfied tourists have become active tourist destination promoters, playing a crucial role in enhancing their image and attracting new tourists.

The results of this hypothesis provide strong evidence for the pivotal role of tourist satisfaction in motivating tourists to spread positive words and promote Qatar as a tourist destination. They align closely with theoretical and applied literature, highlighting the significance of tourist satisfaction in influencing promotional behavior.

H5: International tourists' satisfaction with their experience in Qatar is linked to their increased likelihood of returning.

The Model Summary in Table 15 reveals a highly robust correlation between the independent variable, international tourists' level of satisfaction with their experience in Qatar, and the dependent variable, the likelihood of their return to Qatar, with a correlation coefficient (R) of 0.850. The coefficient of determination (R Square) indicates that 72.3% of the variance in the likelihood of tourists returning to Qatar could be explained by their level of satisfaction with their previous experiences in Qatar.

Table 15: Hypothesis 5 - Correlation between the independent variable, international tourists' level of satisfaction with their experience in Qatar, and the dependent variable, the likelihood of their return to Qatar

Model Summary				
Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
0.879	0.722	0.723	.850 ^a	1
a. Predictors: (Constant), Overall: How satisfied are you with your tourism experience in Qatar?				

The Analysis of Variance (ANOVA) in Table 16 demonstrates that the simple regression model is highly statistically significant, with a significance level of 0.000 and an F-value of 1114.859. This confirms the significant effect of international tourists' satisfaction with their experiences in Qatar on the likelihood of returning.

Table 16: Hypothesis 5 - Significant effect of international tourists' satisfaction with their experiences in Qatar on the likelihood of returning

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	860.457	1	860.457	1114.859
	Residual	330.334	428	0.772	
	Total	1190.791	429		
a. Dependent Variable: Would you recommend visiting Qatar to your relatives and friends? b. Predictors: (Constant), Overall: How satisfied are you with your tourism experience in Qatar?					

The coefficients in Table 17 reveal the impact of the independent variables on the dependent variable. This indicates that international tourists' level of satisfaction with their experiences in Qatar has a strong positive and statistically significant effect on the likelihood of their return to Qatar (Beta = 0.850, Sig. = 0.000). This means that as tourists' level of satisfaction with their experience in Qatar increases, the likelihood of their return to Qatar in the future also increases.

Table 17: Hypothesis 5 - Impact of the independent variables on the dependent variable

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	B	Std. Error		
Constant	0.406	0.105			3.874	0.000
Overall: How satisfied are you with your tourism experience in Qatar?	0.907	0.027	0.850		33.389	0.000
a. Dependent Variable: Would you recommend Qatar to your relatives and friends?						

These results support H5, which posits that "international tourists' level of satisfaction with their experiences in Qatar is linked to an increased likelihood of their return to Qatar." The findings demonstrate a significant and strong effect of tourist satisfaction on the likelihood of returning to Qatar, confirming that satisfied tourists tend to develop an emotional connection with their destination and are more likely to repeat their positive experiences.

The coefficient table reveals the impact of the independent variables on the dependent variable. This indicates that international tourists' level of satisfaction with their experiences in Qatar has a strong positive and statistically significant effect on the likelihood of their return to Qatar (Beta = 0.850, Sig. = 0.000). This means that as tourists' level of satisfaction with their experience in Qatar increases, the likelihood of their return to Qatar in the future also increases.

The results of this hypothesis provide very strong evidence for the pivotal role of tourist satisfaction in motivating tourists to return to Qatar and align closely with the theoretical and applied literature in this regard. This emphasizes the importance of focusing efforts on achieving tourist satisfaction and providing enjoyable and satisfactory tourism experiences, as they significantly impact the likelihood of return and repeated visits to the destination in the future, contributing to the long-term sustainability and growth of the tourism sector.

Conclusions

The study provides valuable insights into the factors influencing international tourists' satisfaction in Qatar, highlighting the significant roles of service quality, activity diversity, and the alignment of expectations with experiences.

A strong positive relationship was observed across various aspects of tourists' evaluations in Qatar, including service quality, the diversity of activities, and the alignment between expectations and reality. Among these, the quality of tourism services emerged as a critical factor, with a statistically significant impact on international tourists' satisfaction and their overall experience in the country. Additionally, the diversity and quality of activities and events offered in Qatar were shown to play a vital role in enhancing tourists' satisfaction, demonstrating the importance of providing varied and engaging options for visitors.

Tourists' satisfaction was also significantly influenced by the alignment between their expectations and the reality of their experiences during their visits. This alignment was pivotal in shaping their perceptions of Qatar as a destination. Furthermore, high levels of satisfaction among international tourists were found to contribute strongly to their willingness to recommend Qatar to others, generating positive word-of-mouth about the country as a premier tourist destination. Finally, the study identified a direct link between tourists' satisfaction and their intention to revisit Qatar, highlighting the importance of meeting and exceeding expectations to foster long-term loyalty among visitors.

These findings offer actionable guidance for stakeholders, emphasizing the need for service improvements, event diversification, and exceeding expectations. Continuous monitoring of satisfaction, utilizing feedback for enhancement, and focusing on international tourists will strengthen Qatar's tourism competitiveness and long-term growth.

This research addresses a gap in understanding Qatari tourist satisfaction, especially following major events like the 2022 World Cup, aiding in strategic planning to maintain tourism momentum. It enriches tourism literature and provides practical insights for policy formulation, product development, and destination promotion in Qatar. A holistic approach that

prioritizes visitor satisfaction, feedback, product diversification, service enhancement, and infrastructure development is essential for establishing Qatar as a premier global tourism destination.

Based on the findings, the following recommendations aim to elevate tourist satisfaction and position Qatar as a leading tourist destination:

- Prioritize continuous improvement in the quality of tourism services by adopting global best practices, providing regular training for staff, and ensuring that facilities meet international standards as this will help maintain and increase tourists' satisfaction levels.
- Develop a wider range of culturally rich, family-friendly, and adventure-oriented activities and events to cater to diverse tourist preferences such as seasonal and thematic events that can further enrich tourists' experiences and encourage repeat visits.
- Ensure that promotional materials accurately represent the experiences Qatar offers. They should highlight key attractions and cultural elements while setting realistic expectations to enhance satisfaction and build trust with potential visitors.
- Introduce loyalty programs, discounted packages for returning tourists, and personalized offers for previous visitors to increase the likelihood of repeat visits.
- Implement robust feedback collection mechanisms to continuously assess tourists' experiences. Use this data to identify strengths and areas for improvement, ensuring a proactive approach to meeting visitor expectations.
- Organize year-round festivals and introduce innovative activities to cater to diverse tourist preferences, similar to the Dubai Shopping Festival.
- Focus on infrastructure development, streamline visa processes, improve transport services, and enhance dining and market quality, including a centralized tourist service center and a comprehensive mobile app.
- Design targeted marketing campaigns to shape positive perceptions of Qatar through social media and collaborations with international airlines and hotels.
- Foster collaboration among government bodies, private enterprises, and academic institutions to share expertise and formulate integrated tourism strategies.

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