

MULTICULTURAL ANALYSIS OF HOSPITALITY REVIEWS: DIVERSE PERCEPTIONS AND EXPECTATIONS OF INTERNATIONAL CUSTOMERS FOR ACCOMMODATION UNITS IN MOLDOVA

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Abstract

This study examines the varied opinions and expectations of international clientele concerning hotel services in the Republic of Moldova, using guest reviews from multiple accommodation establishments in Chisinau. The research underscores the impact of cultural variety on the hospitality experience by analyzing consumer feedback from several locations, including Eastern Europe, Western Europe, the Middle East, and North America. The findings indicate that cultural disparities markedly affect the assessment of hotel services, encompassing factors such as cleanliness, comfort, room dimensions, breakfast quality, and staff interaction. The research underscores the necessity of customizing hotel services to effectively address the requirements of clients from many cultural backgrounds, hence enhancing their pleasure and loyalty.

Key-words: multicultural analysis, hotel evaluations, hospitality, cultural perceptions, customer satisfaction, hotel administration, cultural diversity.

Introduction

The hospitality sector is significantly shaped by cultural variety, which influences customers' perceptions and expectations regarding the services provided by lodging businesses. A considerable number of international patrons visit hotel establishments in Moldova, each contributing distinct cultural norms and standards. This study seeks to examine international customer reviews of the Jumbo Hotel in Chisinau to elucidate the impact of cultural differences on the perception and assessment of hotel services [17]. To conduct a multicultural analysis of hospitality reviews, I will organize the examination of reviews from the London Boutique Hotel in Chisinau according to the primary cultural elements and attitudes of international patrons [14]. I will discern trends and distinctions based on origin, which can enhance comprehension of varied client expectations. The Bristol Central Park Hotel in Chisinau appeals to a diverse clientele from many nations, each with distinct cultural anticipations and interpretations of the hotel experience [12]. Analyzing international reviews from diverse cultures enables a deeper comprehension of how hotel service expectations vary by origin and identifies the commonalities deemed significant by visitors from different countries. Villa Iris Hotel in Chisinau is an accommodation establishment that appeals to a diverse clientele from many nations, primarily Ukraine, Romania, Germany, and other European countries, as well as the United Arab Emirates and Turkey [16]. Their evaluations illustrate diverse cultural perspectives and expectations for hotel hospitality, service, and conditions. This analysis examines client perceptions based on cultural background and emphasizes the key factors influencing their pleasure or dissatisfaction. Tulip Residence & Spa Hotel in Chisinau has an extensive array of amenities that appeal to clientele from many regions, including Ukraine, Germany, Romania, France, and the United States [11]. These customer reviews illustrate their perspectives and expectations of hospitality, along with the diverse challenges faced throughout their stays. This investigation seeks to elucidate the cultural factors that affect customer happiness and discontent within a multicultural framework of hospitality management. The Bernardazzi Grand Hotel in Chisinau accommodates a diverse array of international guests, including those from Ukraine, Germany, Romania, France, Israel, and the United States [13]. The guest reviews encompass both favorable and

unfavorable experiences, shaped by cultural factors, individual expectations, and contextual elements. This investigation examines multicultural attitudes and their impact on hotel assessment. The Weekend Boutique Hotel in Chisinau accommodates a varied foreign clientele, including guests from Ukraine, Romania, Israel, Italy, and the United Arab Emirates [18]. The reviews demonstrate diverse experiences, shaped by cultural norms and the particularities of each nation. This investigation examines the diverse attitudes and expectations of international clientele regarding this lodging unit in Moldova. Luna Hotel in Chisinau is a favored locale for visitors from several nations, including the United Kingdom, Romania, Ukraine, Israel, Italy, and Turkey [15]. Customer perceptions and cultural expectations lead to significant variability in reviews of this hotel. This examination evaluates the variety of perspectives to discern multicultural trends and the advantages and disadvantages of the experience provided by this accommodation.

This study intends to conduct a comprehensive analysis of international customer reviews for the hotels Jumbo, London Boutique Hotel, Bristol Central Park Hotel, Vila Iris, Tulip Residence & Spa, Bernardazzi Grand Hotel, Weekend Boutique Hotel, and Luna Hotel in Chisinau, to elucidate the impact of cultural differences on the perception and assessment of hotel services. The analysis of reviews from international customers regarding these accommodations will focus on key cultural aspects and perceptions of patrons from Ukraine, Romania, Germany, France, Israel, Italy, the United States, the United Arab Emirates, and Turkey. This study seeks to discern patterns and variations based on client origin, enhancing comprehension of their varied expectations.

Methodology

The research employs a qualitative methodology to examine international customer reviews of various hotel establishments in Chisinau, including Jumbo Hotel, London Boutique Hotel, Bristol Central Park Hotel, Villa Iris Hotel, Tulip Residence & Spa Hotel, Bernardazzi Grand Hotel, Weekend Boutique Hotel, and Luna Hotel. Data was gathered from internet review sources, including TripAdvisor and Booking.com, from 2018 to 2023 to obtain current and pertinent guest reviews. The technique encompasses the selection of pertinent reviews, thematic analysis to discern principal themes and issues of interest, comparison of consumer perceptions across many cultures, and triangulation of the findings with existing literature for validation and contextualization. This method facilitates a comprehensive understanding of how cultural disparities affect the perception of hotel services, aiding in the formulation of strategies more effectively tailored to satisfy the diverse needs of multinational clientele.

The origin and culture of customers profoundly affect their perceptions and expectations of hotel experiences [1, p.155], contingent upon their countries of origin, including Romania, Germany, the United Arab Emirates, Italy, Spain, Ukraine, Israel, Turkey, Thailand, Finland, and others. Reviews underscore significant variations in client preferences based on the cultural context of each nation.

Ukrainian customers like the cleanliness, comfort of the accommodations, and the central position of the hotels. While numerous individuals reported favorable experiences with the spaciousness of the rooms and the staff's attentiveness, there were also grievances regarding noise, technological issues, and the absence of an elevator. Furthermore, overall comfort and hygiene are crucial for these customers, and their absence has resulted in unfavorable assessments.

Romanian customers typically valued the cleanliness and staff hospitality; but, they had concerns over room size, technological issues, internal noise, and occasional inadequacies in cleanliness. High expectations for comfort and facilities were unmet, since the absence of a substantial breakfast and sufficient parking adversely impacted their overall experience.

Customers in Turkey highlighted the hotels' central location and cleanliness, although expressed dissatisfaction with the staff's rigidity and the absence of a complimentary breakfast. They possess elevated expectations concerning the hospitality and adaptability of the services provided, and inconsistencies in these areas have resulted in diminished ratings.

Israeli customers value the cleanliness and comfort of the rooms, along with the hotels' closeness to attractions. Nonetheless, their grievances were on technical problems, such as insufficient hot water and

inadequate soundproofing, which detrimentally impacted the whole experience. Their assessments clearly reflect elevated expectations concerning the quality of infrastructure and services.

Customers in Germany expressed admiration for the cleanliness and spaciousness of the rooms, although noted the absence of practical services, such as assistance with luggage handling, and the quality of the furnishings. They place significant importance on efficiency and order, and any shortcomings in these domains have resulted in discontent.

Patrons from France and Belgium valued the hotels' accessible location and cleanliness; however, they expressed dissatisfaction with the general quality of the rooms and the excessive noise levels within the establishments. For these consumers, comfort and peace are paramount, and failing to achieve these criteria influenced their view of the stay.

Customers in the United States valued the service and staff hospitality; but, the absence of promised amenities, such as the spa, led to displeasure. They prioritize the accessibility of services and the overall comfort of the hotel.

Customers in the UAE expressed broad satisfaction with hotel amenities and location; nevertheless, disparities between their expectations of luxury and comfort and the actual experience resulted in more moderate evaluations.

Italian customers valued the hotels' interior design and aesthetics; nonetheless, they were dissatisfied with the absence of air conditioning and the overall quality of the rooms, which considerably diminished their satisfaction.

Customers in the United Kingdom commended the spaciousness of the rooms and the amiability of the personnel; nonetheless, they had challenges with technological malfunctions, including defective air conditioning and the presence of insects, which detrimentally impacted their overall experience.

These reviews illustrate cultural disparities in expectations for hotel services and underscore the necessity of customizing products to accommodate the varied needs and tastes of consumers across different nations.

Prevailing themes and subjects in evaluations

Global consumer evaluations of Moldovan lodging establishments exhibit a pattern of recurring themes that illuminate fundamental elements of the hospitality experience, irrespective of the patron's nationality. Cleanliness is unequivocally one of the most frequently addressed subjects, regarded as a fundamental criterion of hospitality [3, p.720]. Customers from Romania, Germany, and Italy frequently highlighted cleanliness as a critical criterion in their overall assessment of a hotel. They commended the immaculate rooms, pristine linens, and well-kept bathrooms, indicating that effective housekeeping can result in favorable ratings. Conversely, negative reviews emphasized deficiencies such as soiled bedding, the presence of insects, and unclean restrooms, factors that resulted in unfavorable ratings and suggestions for enhancement.

Comfort of the room and the availability of facilities are significant topics in client reviews. Patrons from the United Arab Emirates, Italy, and Germany consistently cited the dimensions of the rooms, the state of the furnishings, and the efficacy of the equipment as determinants affecting their assessment of the hotel. Italian and German customers frequently observed that the dimensions of the rooms and bathrooms fell short of their expectations for a four-star hotel, so diminishing their overall happiness. Noise was a significant worry for numerous customers. Visitors from the United Arab Emirates and Germany expressed dissatisfaction over noise emanating from the street or adjacent rooms, highlighting the necessity of soundproofing for a pleasant experience.

Breakfast frequently emerges as a prevalent subject in reviews [5, p.205]. Customer opinions are polarized; some commend the diversity and quality of the food, whereas others lament the limited variety and monotony of the menu. Customers from Romania, the United Arab Emirates, and Thailand indicated that breakfast should be enhanced with increased variation to accommodate international palates and varied cultural preferences. Conversely, customers from Ukraine and the United Kingdom expressed greater satisfaction with the breakfast selection, characterizing it as ample and fulfilling.

Reviews frequently emphasize interactions with hotel personnel, particularly within the realm of hospitality [2, p.354]. Favorable reviews frequently highlight the staff's amiability, efficiency, and

accessibility, deeming these factors crucial for an enjoyable hotel stay. Patrons from Romania, Ukraine, and Finland commended the personnel for their amicability and professionalism, emphasizing that these attributes significantly enriched their experience. Nevertheless, unfavorable reviews underscored instances where the personnel exhibited insufficient promptness or flexibility in addressing requirements, as illustrated by customer accounts from Turkey and Israel, where the staff's aloof demeanor was deemed a detrimental element.

Cultural disparities in service perception

Cultural disparities manifest in the perceptions and assessments of hotel services by consumers from various locations [4, p.310]. Customers from the Middle East, particularly those from the United Arab Emirates, exhibit heightened scrutiny about external noise and hotel amenities, especially when situated near bustling or high-traffic locales. These clients possess elevated expectations regarding tranquility and privacy, and any shortcoming in these areas is seen unfavorably. Noise from the street or adjacent rooms was a frequent subject of grievance in these customer reviews, underscoring the significance of soundproofing and optimal hotel location to satisfy this demographic's expectations.

European customers, particularly from Italy, Spain, and Germany, prioritize accommodation comfort and breakfast quality. Italian customers frequently noted that the dimensions of rooms and bathrooms were insufficient, emphasizing their expectations for spacious and well-appointed areas. German customers articulated discontent with the dimensions and aesthetics of the rooms, indicating that comfort expectations are exceedingly elevated within this demographic. Conversely, patrons from Eastern Europe, particularly from Ukraine and Russia, provided largely favorable assessments, highlighting the hotels' prime location, cleanliness, and staff hospitality. These clients seem to possess more adaptable expectations regarding value for money and exhibit less scrutiny towards room dimensions or offered amenities, prioritizing the fundamental aspects of a pleasurable stay.

A further illustration of cultural disparities is evident in the impression of individualized services [6, p.520]. Customers in France and Belgium observed that guest amenities, including bathrobes and towels, were either of subpar quality or insufficient in quantity. These ostensibly trivial aspects can profoundly affect total customer satisfaction, particularly among individuals in Western Europe, where expectations for comfort and individualized treatment are frequently elevated. Conversely, Eastern European clientele prioritize fundamental aspects of hospitality, such as cleanliness and personnel availability, and exhibit greater leniency towards the absence of luxury goods.

Table 1: Overall rating of hotels by nationality

Hotel	Customers' Country of Origin	Positive Evaluation	Negative Evaluation	Main Positive Aspects	Main Negative Aspects
Jumbo Hotel	Romania, Ukraine	Yes	Yes	Cleaning, Breakfast	Facilities, Bathroom cleaning
London Boutique Hotel	Ukraine, Romania, UAE	Yes	Yes	Hospitality, Cleanliness	Noise, Lack of elevator
Bristol Central Park	Ukraine, Romania, Germany	Yes	Yes	Location, Comfort	Lack of air conditioning
Villa Iris Hotel	Ukraine, Romania, Germany	Yes	Yes	Location, Hospitality	Noise, Lack of elevator
Tulip Residence & Spa	Ukraine, Germany, USA	Yes	Yes	Cleanliness, Comfort	Noise, Infrastructure problems

Bernardazzi Grand Hotel	Ukraine, Germany, Romania, Israel	Yes	Yes	Location, Generous spaces	Organization, Technical issues
Weekend Boutique Hotel	Ukraine, Romania, Israel	Yes	Yes	Proximity to shopping centers	Facilities issues, Comfort
Luna Hotel	United Kingdom, Romania, Ukraine	Yes	Yes	Cleanliness, Friendly staff	Maintenance, Air conditioning problems

Source: Developed by the author based on the official websites of the analyzed hotels

This table presents a summary of how various nationalities evaluate hotels in Chisinau according to their experiences. The table indicates that all hotels receive a mix of positive and negative ratings, implying heterogeneity in customer impressions influenced by culture and expectations.

A majority of clients from diverse countries value the cleanliness and the staff's hospitality, which signifies a globally acknowledged basic standard of excellence. At Jumbo Hotel, Romanian and Ukrainian patrons emphasized cleanliness and breakfast as notable strengths. Guests from Ukraine, Romania, and Germany valued the central position and convenience of Bristol Central Park.

The adverse elements differ significantly by nationality [8, p.1840]. Clients from Western Europe, particularly from Germany and France, generally exhibit heightened scrutiny about technical specifications and facilities, like the absence of air conditioning or an elevator. At the Tulip Residence & Spa, German and American patrons reported issues with the hotel's infrastructure. Conversely, clients from Eastern Europe and the Middle East (Ukraine, Romania, Israel) prioritize safety considerations and fundamental comfort, including the cleanliness and overall quality of the accommodations.

This table indicates that while hotels in Chisinau fulfill broad standards for cleanliness and hospitality, significant disparities in customer expectations exist by nationality, particularly with technical amenities and specific comfort levels.

Table 2: Evaluation of cleanliness and comfort according to nationality

Hotel	Customers' Country of Origin	Positive Cleanliness	Negative Cleanliness	Positive Comfort	Negative Comfort
Jumbo Hotel	Romania, Ukraine	Yes	Yes	Yes	Not
London Boutique Hotel	Ukraine, Romania, UAE	Yes	Yes	Yes	Yes
Bristol Central Park	Ukraine, Romania, Germany	Yes	Not	Yes	Yes
Villa Iris Hotel	Ukraine, Romania, Germany	Yes	Yes	Yes	Not
Tulip Residence & Spa	Ukraine, Germany, USA	Yes	Yes	Yes	Yes
Bernardazzi Grand Hotel	Ukraine, Germany, Romania, Israel	Yes	Yes	Yes	Yes

Weekend Boutique Hotel	Ukraine, Romania, Israel	Yes	Yes	Yes	Yes
Luna Hotel	United Kingdom, Romania, Ukraine	Yes	Yes	Yes	Yes

Source: Developed by the author based on the official websites of the analyzed hotels

Table 2 emphasizes the particular evaluations of cleanliness and comfort, two critical components of the hotel experience. The examination of this table indicates that these two factors are essential for all clients, irrespective of nationality.

All hotels exhibit varied scores for cleanliness, signifying discrepancies in maintenance standards. For instance, Weekend Boutique Hotel and Bernardazzi Grand Hotel faced criticism for inadequate cleanliness, particularly from patrons hailing from Ukraine and Romania, who exhibit heightened sensitivity to this issue. Conversely, cleanliness at Bristol Central Park was predominantly valued, particularly by German patrons.

Customer perceptions of comfort exhibit significant disparities [7, p.980]. Guests from Western nations, including the United Kingdom and Israel, expressed more dissatisfaction with room comfort at London Boutique Hotel and Luna Hotel, highlighting concerns such as noise disturbances and inadequate air conditioning. Conversely, clients in Eastern Europe expressed more satisfaction with fundamental comfort, however reported concerns with antiquated amenities.

This table underscores the significance of upholding consistent standards of hygiene and comfort. Although perceptions may differ across cultures, it is evident that shortcomings in these domains can substantially affect overall consumer satisfaction.

Table 3: Rating of facilities and services by nationality

Hotel	Customers' Country of Origin	Positive Facilities	Negative Facilities	Positive Services	Negative Services
Jumbo Hotel	Romania, Ukraine	Not	Yes	Yes	Not
London Boutique Hotel	Ukraine, Romania, UAE	Not	Yes	Yes	Not
Bristol Central Park	Ukraine, Romania, Germany	Yes	Yes	Yes	Yes
Villa Iris Hotel	Ukraine, Romania, Germany	Yes	Yes	Yes	Not
Tulip Residence & Spa	Ukraine, Germany, USA	Yes	Yes	Yes	Not
Bernardazzi Grand Hotel	Ukraine, Germany, Romania, Israel	Yes	Yes	Yes	Yes

Weekend Boutique Hotel	Ukraine, Romania, Israel	Not	Yes	Yes	Yes
Luna Hotel	United Kingdom, Romania, Ukraine	Yes	Yes	Yes	Yes

Source: Developed by the author based on the official websites of the analyzed hotels

Table 3 analyzes the perception of hotel facilities and services across various ethnicities. This underscores the cultural disparities in expectations about infrastructure and personnel services.

Facility ratings exhibit considerable variability [10, p.235]. At Jumbo Hotel and London Boutique Hotel, patrons from Romania and Ukraine expressed dissatisfaction with the absence of fundamental amenities, including elevators and operational air conditioning. Bristol Central Park and Tulip Residence & Spa garnered more favorable assessments from patrons in Germany and the US, who valued the quality of the provided areas, however acknowledged deficiencies in their modernization and upkeep.

The services rendered by the hotel staff are typically esteemed, yet there are significant outliers. Customers from Turkey and Israel expressed greater criticism on the staff's inflexibility and tardiness, but customers from Eastern Europe more often remarked on their amiability and hospitality. At Bernardazzi Grand Hotel and Weekend Boutique Hotel, the staff were regarded as less attentive to customer needs, thus impacting the whole experience.

This table underscores the necessity to enhance hotel amenities and services to more effectively satisfy the diverse demands of multinational clientele. A contemporary infrastructure and a proficient workforce are crucial for sustaining elevated satisfaction levels.

Table 4: Frequently reported problems by nationality

Hotel	Customers' Country of Origin	Reported Issues
Jumbo Hotel	Romania, Ukraine	Cleanliness issues, Noise
London Boutique Hotel	Ukraine, Romania, UAE	Lack of facilities, Noise
Bristol Central Park	Ukraine, Romania, Germany	Defective air conditioning, Technical problems
Villa Iris Hotel	Ukraine, Romania, Germany	Noise, No lift
Tulip Residence & Spa	Ukraine, Germany, USA	Noise, Old infrastructure
Bernardazzi Grand Hotel	Ukraine, Germany, Romania, Israel	Organizational problems, Faulty facilities
Weekend Boutique Hotel	Ukraine, Romania, Israel	Faulty facilities, Cleanliness issues
Luna Hotel	United Kingdom, Romania, Ukraine	Maintenance issues, Noise

Source: Developed by the author based on the official websites of the analyzed hotels

Table 4 delineates the primary issues mentioned by clients based on their nationality, offering a lucid overview of the challenges encountered by hotels in Chisinau.

Cleanliness is a commonly cited concern, particularly among clients from Eastern European countries like Ukraine and Romania. They frequently indicated inadequacies in the sanitation of rooms and restrooms, underscoring the necessity for enhancement in this domain. At Weekend Boutique Hotel and Bernardazzi Grand Hotel, these issues were prevalent, indicating a disparity in maintenance standards.

Hotel amenities constitute a significant cause of discontent, particularly among patrons from Western nations. At Tulip Residence & Spa and Bristol Central Park, patrons from Germany and the United States expressed dissatisfaction with the state of amenities, including the spa and air conditioning, which were malfunctioning. The absence of elevators and excessive noise are commonly cited issues, particularly at London Boutique Hotel and Vila Iris Hotel.

Noise and maintenance issues are prevalent in all hotels, particularly at Vila Iris Hotel and Luna Hotel. Clients reported street noise and inadequate soundproofing, which impaired sleep quality. Guests of all ethnicities also highlighted maintenance difficulties, including antiquated furnishings and inoperative equipment.

This table underscores the significance of swiftly and efficiently resolving customer-reported complaints. Enhancing cleanliness, improving amenities, and guaranteeing a tranquil and well-maintained environment are essential for elevating international client happiness.

Linguistic characteristics and modes of expression

The expression in reviews varies considerably based on consumers' regions of origin, reflecting both cultural differences and varied feedback methodologies [9, p.83]. Customers from Western Europe, including Germany and Italy, favor succinct, technical, and well-organized language in their assessments. They concentrate on explicit and objective particulars of the services rendered, including the dimensions of the rooms, the caliber of the cuisine, and the efficacy of the personnel. A German client might express in a review: "The bathroom's dimensions did not meet the expectations of a 4-star hotel, and the furniture quality is lacking," indicating a critical and meticulous perspective. These reviews are direct and insightful, offering a lucid evaluation of the factors that impacted the entire experience.

Conversely, customers from Eastern Europe and the Middle East, including individuals from Ukraine, Russia, and the United Arab Emirates, utilize more emotive and appreciating language in their assessments. These reviews frequently highlight overall happiness and appreciation for the workers, despite certain obstacles. A customer from Ukraine may state, "The staff was exceptionally amiable and assisted us with every request, despite the room's imperfections," emphasizing a more personal and relationship-oriented approach to hotel interactions. This mode of expression indicates a propensity to prioritize relationship elements while exhibiting diminished scrutiny of technical or logistical deficiencies.

Conversely, consumers in France and Belgium typically employ refined and measured language, juxtaposing criticism with commendatory remarks. A French client may articulate discontent with a specific service while allowing for change, stating: "Although the room was pleasant, the limited breakfast variety is an area for enhancement," indicating a constructive and diplomatic perspective. This indicates a wish to offer constructive input that the hotel can utilize to enhance its services.

Areas for enhancement found from evaluations

International customer reviews highlighted multiple areas for enhancement to more effectively satisfy the varied needs and expectations of guests [8, p.1835]. Varying breakfast options is a common suggestion. Many consumers commented that the breakfast selection was repetitious and lacked international options. Customers from Romania, the United Arab Emirates, and Thailand highlighted the necessity of introducing products that cater to the diversity of international palates, including vegetarian options and menus tailored to the traditional diets of specific nations. Integrating region-specific culinary components could markedly enhance customers' perceptions of hotel food offerings.

Soundproofing requires further consideration. Customer reviews indicating complaints about external noise or disturbances from adjacent rooms highlight the necessity for enhanced sound insulation to guarantee a tranquil resting environment. Guests from the United Arab Emirates and Germany indicated that street noise or sounds from adjacent rooms adversely impacted their sleep quality, leading to lower scores. The ratings indicate that enhancing sound insulation, particularly for rooms adjacent to important thoroughfares, may alleviate noise issues and elevate customer happiness.

Western European customers have expressed unhappiness with the dimensions of rooms and toilets. Although these challenges are arduous to resolve without substantial upgrades, hotels could

mitigate them by offering more explicit and comprehensive information regarding room dimensions and available amenities throughout the booking process. This could more effectively align customer expectations and diminish the incidence of unfavorable reviews pertaining to this issue. Italian and German clients, who prioritize personal space, may exhibit greater understanding if this information is transparently communicated from the booking stage.

Enhancing staff interaction is essential, particularly with their continuous training to effectively address the needs of overseas clients. Favorable evaluations about staff friendliness indicate that this is a notable strength of the assessed hotels; nonetheless, enhancing the efficiency and professionalism in addressing complaints and requests could significantly elevate the client experience. Supplementary training in conflict resolution and the enhancement of intercultural communication competencies could enable personnel to more effectively navigate challenging situations and elevate clients' perceptions of the services rendered.

Conclusion

An research of Moldovan accommodation evaluations reveals that international consumers' perspectives and expectations differ based on their cultural backgrounds and countries of origin. Factors such as cleanliness and staff hospitality are widely valued; yet, experiences related to breakfast, noise levels, and room dimensions reveal notable cultural disparities. Customers from Eastern Europe prioritize fundamental aspects of hospitality, such as cleanliness and staff friendliness, whereas customers from Western Europe and the Middle East focus more on spatial comfort, furniture quality, and the overall tranquility of the accommodation environment.

To enhance the client experience, hotels in Moldova could contemplate various targeted strategies. Expanding the breakfast selection to encompass a broader array of international selections could more effectively accommodate the varied tastes and preferences of guests. Enhancing soundproofing in rooms, particularly those adjacent to busy streets, may diminish noise complaints and elevate overall comfort during the stay. Moreover, furnishing explicit and comprehensive information regarding the amenities offered in the rooms could calibrate customer expectations and avert potential disappointments concerning the dimensions of the rooms or their facilities.

Continuous staff training, focusing on cross-cultural communication and proficient management of international consumer inquiries, could substantially enhance guest satisfaction. The creation of tailored service packages, designed to meet unique cultural requirements, could enhance the customer experience and provide a competitive edge to hotels seeking to attract and keep customers from diverse global locations.

By adopting these measures, Moldovan hotels could enhance the perception of international clientele and fortify their standing in the global hospitality market, providing services that meet international standards while effectively addressing the cultural diversity of their guests. This would facilitate the establishment of a premium hotel experience that satisfies the diverse requirements of global clientele, while enhancing Moldova's standing as a dependable tourist destination.

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