

**IMPACT OF TRADITIONAL BUILDING DESIGNS ON :CASE STUDY ON GUEST
SATISFACTION IN UGANDAN HOTELS**

ESTHER AMONGIN

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**UGANDA CHRISTIAN
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DECLARATION

"I, Amongin Esther, solemnly declare that this research project is my original work, conceived, designed, and executed by me. I affirm that all sources of information and ideas have been duly acknowledged and referenced. This work represents my own efforts and contributions to the field of study. I take full responsibility for the accuracy, validity, and authenticity of the research presented herein."

Signature: 

Date: 19/09/2024

AMONGIN ESTHER

S21B63/038

APPROVAL

This is to declare that this dissertation has been submitted for examination with my approval as a University supervisor.



Mr. Jjuko Julius

Lecturer, Uganda Christian University

19 / 09 / 2024

Date

DEDICATION

To my family, whose unwavering support and encouragement made this research possible.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisor, [Supervisor's Name], for their expert guidance and unwavering support; the management and staff of [Institution/Hotel Name] for providing access to their facilities and resources; my family and friends for their unrelenting encouragement and understanding; and [Institution/University Name] for providing the necessary resources and environment conducive to academic excellence. This research would not have been possible without their collective efforts and support, and I am forever grateful for their contributions."

ABSTRACT

This study investigates the effect of traditional architectural design elements such as bamboo houses, cottage-style buildings, grass-thatched huts, log cabins, and adobe architecture on guest satisfaction in hotels. With the increasing tendency of cultural tourism, hotels are embracing traditional building designs to build up guests' cultural experiences. However, the impact of these designs on guest satisfaction remains unexplored. This study desires to fill this knowledge gap by scrutinizing how traditional building designs influence guests' perceptions of comfort, aesthetics and overall satisfaction. Qualitative method will be employed in the study; thus, interviews will be conducted with hotel guests and managers. The findings will contribute to the development of culturally sensitive hotel designs hence enhancing guest satisfaction and loyalty.

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CHAPTER ONE

1.0 Introduction

This chapter examines the impact of traditional building designs on guest satisfaction in hotels, exploring the ways in which architectural elements can positively influence the guest experience and enhance satisfaction. This chapter additionally aims to identify specific design factors that contribute to positive guest experiences, and provide insights for hotel designers and managers seeking to create memorable and satisfying stays. Furthermore, this Chapter presents the Background of the study, statement of the problem, specific objectives of the study, purpose of the study, research questions, significance and scope of the study.

1.1 Background of the study

Globally the Hotel industry has been one of the most competitive industries especially in the 21st century. For this reason, enhancing customer loyalty is one of the key aspects of increasing competitiveness in the industry as well as ensuring business continuity. According to Pizam et al. (2017) a hotel industry is a business that offers temporary lodging and related services to guests, often providing amenities such as food, beverages, and recreational facilities. Additionally, Bowie et al (2011) refers the hotel industry to as a sector that encompasses a wide range of establishments, from budget-friendly motels to luxury resorts, offering a variety of services and experiences to meet the needs of diverse customer segments. For instance, Brovad, Entebbe forest lodge, Aramaga lodge, Chobe Safari Lodge, Mestil hotel, Kalanoga resort, Kabira country club, Speke Resort Hotel Munyonyo and Imperial Resort Beach Hotel are one of the players in the hospitality industry in Uganda.

According to Yi (1990) the result- oriented definitions of satisfaction are directly related to the consumption experience or specific feelings induced by the experience. Grouping those feelings, which are classified to the same group as

enthusiasm, joy, happiness, relief and well-being (Yi,1990). Additionally, Kotler et al. (2009), and Bowen et al., (2003) define guest satisfaction to the extent which a guest's expectations are met or exceeded by the hotel's products and services. As all researchers agree that satisfaction is a core factor of business success, several benefits are enumerated for firms (Fornell,1992). Furthermore, Guest satisfaction is a measurement of how hotel guests are with a property's services and amenities (Wilkins ,2017). Its an indicator of whether customers' experiences met their expectations (Sundin,2015). For example, Andrew Mackie (2024) a project Designer & Building Biologist, BBEC states that the role of architecture and design in hospitality is multifaceted, encompassing aesthetics, functionality, sustainability, technology and cultural sensitivity. He also suggests that these elements work in unison to create spaces that are not only visually stunning but also offer a rich, absorbing, and meaningful experience for guests. Researchers assume that high quality satisfies the guests and satisfaction may increase their loyalty, retention, and ultimately revenue. Guest satisfaction in hotels occurs through a complex interplay of factors including physical environment, service quality, and emotional bonds and memories, which significantly influence their overall satisfaction (Rapoport,2005). For example; a warm welcome, clean rooms, efficient check-in, quality and cleanliness of the rooms, the front desk and concierge service, what offers they have in the bars and restaurants (does it match 5* guest experience). However, achieving Guest satisfaction is challenging due to varying individual preferences, cultural differences, and evolving expectations (Kotler,2009). Hotels must balance providing standardized services with creating unique experiences that meet diverse guest needs, making guest satisfaction a continuous challenge (Parasuraman et al.,1988).

Traditional building designs refer to the architectural styles and construction methods that have been used for centuries, often reflecting local cultures,materials,and environmental conditions (Oliver,2003).In the context of hotels, traditional building designs can take various forms, such as cottage-style buildings, bamboo houses, log-cabins, grass-thatched huts, and adobe architecture(Maitland,2007).These designs often integrate local materials, curved lines, and natural textures, creating an enchanting, inviting and captivating cultural

experience for guests. Regardless of their potential to strengthen guest satisfaction, traditional building designs have received little attention in hospitality research. This study will investigate the impact of traditional building designs on guest satisfaction, looking into how these designs influence guests' perceptions of comfort, aesthetics, and overall satisfaction.

1.2 Problem Statement

The hospitality sector's search for greatness in guest gratification remnants a perfect objective, in spite of its primary significance in driving diligence, retentiveness, and income growth. Like hotels endeavor to put together unforgettable adventures in favor of their guests, the part of traditional building designs in tailoring contentment outcomes has become evident improving further little-known boundary line. Regardless of the increasing importance of visitant contentment in the hotel industry (*Kotler et al., 2020*), traditional building designs in Ugandan hotels remain subbed. Intellectuals assert that hotel make-up/designs notably impacts guest contentment(satisfaction)(*Wilkins et al., 2017*) and satisfaction(*Lee et al. 2019*). Although, the distinctive ethnic and structural/architectural conditions of Ugandan hotels rationale exploration although as well influencing service standard (*Parasuraman et al., 1988*) and psychological incidents (*Bitner, 1992*). Further, as stated by *Rapoport (2005)*, traditional building styles increase guest satisfaction by providing an authentic cultural experience despite its importance, visitor contentment remnants an intricated and multifarious build, guided by numerous elements including service quality(*Parasuraman et al., 1988*). This review focuses to explore the complex and many-sided links joining traditional building designs and guest contentment, with a focus on revealing the particular style components that accede to strengthens satisfaction. Also, the essential plan regarding this review is to investigate how traditional building styles, lay portions via their peculiar ethnic, aesthetic, and operational acclaims, affect guest contentment in hotels. Through looking at the junctions linking design, culture, and guest exposure, this study centers to give to a closer examination of the techniques in which man-made surroundings shape individual conduct and viewpoint.

1.3 Purpose and objectives of the study

1.3.1 Purpose of the study

The motive of this study is to explore the impact of traditional building designs on guest satisfaction in Uganda hotels, with a focus on identifying the specific design elements that contribute to enhanced cultural experience and overall satisfaction.

1.3.2 Specific objectives

1. To examine the impact of traditional building designs on guest satisfaction in Uganda hotels
2. To identify the specific design elements that contribute to guest satisfaction.
3. To explore the relationship between traditional building designs and cultural experience in Uganda hotels.

1.4 Research Questions

The study will aim at addressing the following questions;

1. What is the relationship between traditional building designs and guest satisfaction in Ugandan hotels?
2. Which specific design elements of traditional building designs contribute most significantly to guest satisfaction?
3. How do traditional building designs influence the cultural experience of guests in Ugandan hotels, and what impact does this have on their overall satisfaction?

1.5 Significance of the Study

This study will contribute to the following;

- 1.To promote an up-to-date understanding of theoretical knowledge (knowledge gap in the existing literature on the impact of traditional building designs on guest satisfaction providing valuable insights for scholars.)

2.Enhanced guest experience thus helps hotel designers and managers create culturally authentic and satisfying experiences for guests, enhancing Uganda's competitiveness in the global tourism industry.

3.Cultural preservation is done through examining the impact of traditional building designs on guest satisfaction, through preservation of the Ugandan Cultural heritage and incorporation into modern hospitality settings.

4.It promotes sustainable tourism development by highlighting the importance of traditional building designs in hotel architecture emphasizing the need to balance modernization with cultural sensitivity.

1.6 Scope of the study

This study explores the impact of traditional building designs on guest satisfaction in Ugandan hotels. With a focus on the unique cultural and architectural context of Uganda, this research aims to investigate how traditional design elements influence guest experiences and satisfaction. The scope will entail the subject of scope, time scope, Geographical scope and sampling scope.

1.6.1 Subject Scope

The study will focus on the impact of traditional building designs on guest satisfaction in Ugandan hotels, specifically examining the relationship between traditional design elements, service quality, emotional experiences, and guest satisfaction.

1.6.2 Time scope

The study will be conducted over a period of approximately one month, allowing for data collection and analysis within a reasonable timeframe.

1.6.3 Geographical Scope

The analysis will turn out to be narrowed down to hotels within Uganda, presuming that perceptiveness into the unique ethnic and architectural context of the area namely; Kampala, Entebbe, and Jinja.

1.7 Conceptual Framework

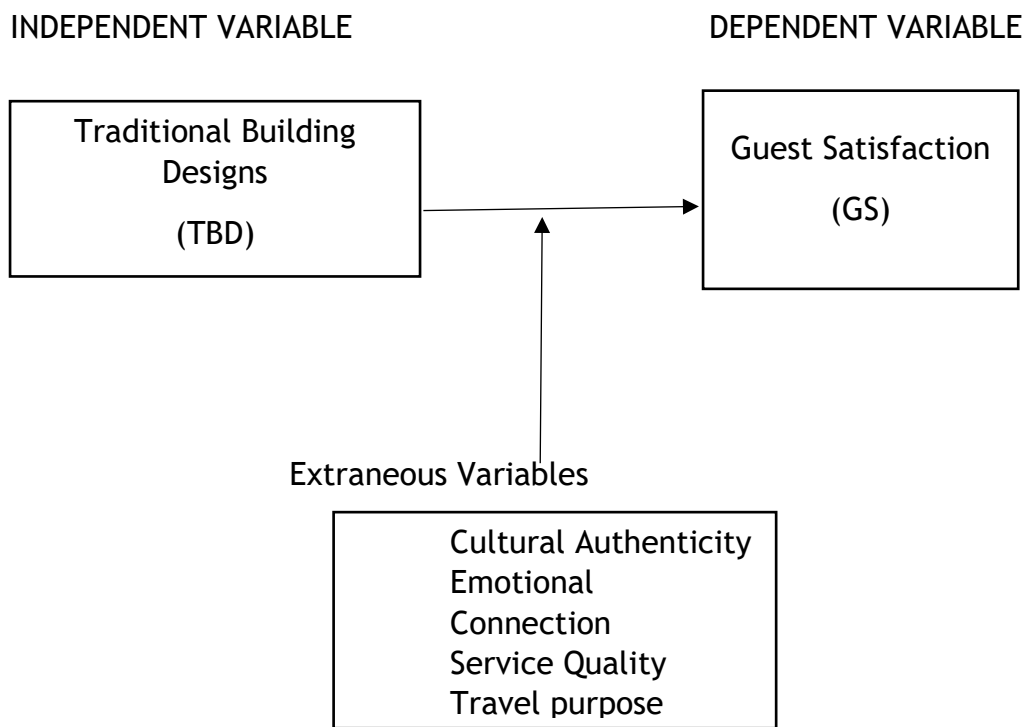


Fig 1.1: Conceptual Framework

The framework overhead describes the correlation uniting variables i.e. predictor/independent and target/dependent variables, in regard to the results of traditional building styles/ designs on guest contentment in Ugandan hotels.

In summary, the significance of traditional building styles/designs on guest contentment in Ugandan hotels is an important research issue that endorses researches. Present research points to poise this issue by analyzing the links amidst

traditional building designs and guest satisfaction, singling out the cornerstone of traditional building designs that donates to guest satisfaction, also analyzing the cultural and background factors that sway this relation. Through accomplishing these goals, the research will give to the existing chassis of understanding in the factors of hospitality and tourism, give intellect for hotel designers and executives, and apprise plans for increasing guest satisfaction in Ugandan hotels. The discoveries of this study will be momentous for the Ugandan hospitality industry, as they will allow deep knowledge of the purposes of traditional building designs in enhancing guest experiences and driving profession success.

CHAPTER TWO

2.0 LITERATURE REVIEW

The written work analysis in this segment lay out an all-inclusive assessment of existent analyses and academic works associated towards the significance of traditional building styles on guest satisfaction in hotels. This review encompasses a critical analysis of guest satisfaction in the hotel industry, and concepts related to hospitality, architecture, and tourism, empirical studies on the effects of traditional building designs on guest satisfaction, industry reports and case studies on successful implementations of traditional building designs in hotels and gaps and limitations in current research and knowledge.

2.1 Guest satisfaction in the Hotel Industry

The definition of satisfaction concept appeared in a classic research by Cardozo (1965) as a positive evaluation post-purchase and Kotler et al., (2012) classified as a feeling of pleasure or disappointment resulting from comparing the expected product or service in relation to the customers' (Guests) performance expectations. Cronin & Taylor (1992); Zeithaml et al. (1996) identified the concept of satisfaction as a relation to customer's overall evaluation based on consumption experience of product or service. Guest satisfaction is the level of customers/guests felt from comparing a perceived performance of service or product in relation to customers/guests' expectations (Bala,2013), it means, if the perceived performance is less than expected, can result in a dissatisfaction by customer/guest, and if the perceived performance exceeds expectations, can result in satisfaction by customers/guests (Lin,2003) cited in Sakhaei et al,2014). According to Yi (1990) the result-oriented definitions of satisfaction are directly related to the consumption experience or specific feelings induced by the experience. Howard (1977) satisfaction is a mental state of consumer caused by the comparison of his costs and benefits.

Satisfaction can be applied in relation to a company or a product (Meffert et al.,1981) name it macro and micro-product. For example, a consumer can be satisfied and dissatisfied simultaneously with a service concerning the different components (eg

satisfied with the design of the hotel room, but at the same time dissatisfied with the breakfast selection). Quality characteristics are not equally important during the evaluation process (Kano et al.,1984) and Schutze (1992) that is to say the cleanliness of a hotel room is more important than the color of the carpets.

The confirmation/disconfirmation paradigm (Figure 2) has become the dominant framework employed in the assessment of customer satisfaction with hospitality services (Yuskel and Yuskel 2001). Actually, satisfaction is when the perceived performance of a hotel exceeds the guest expectations.

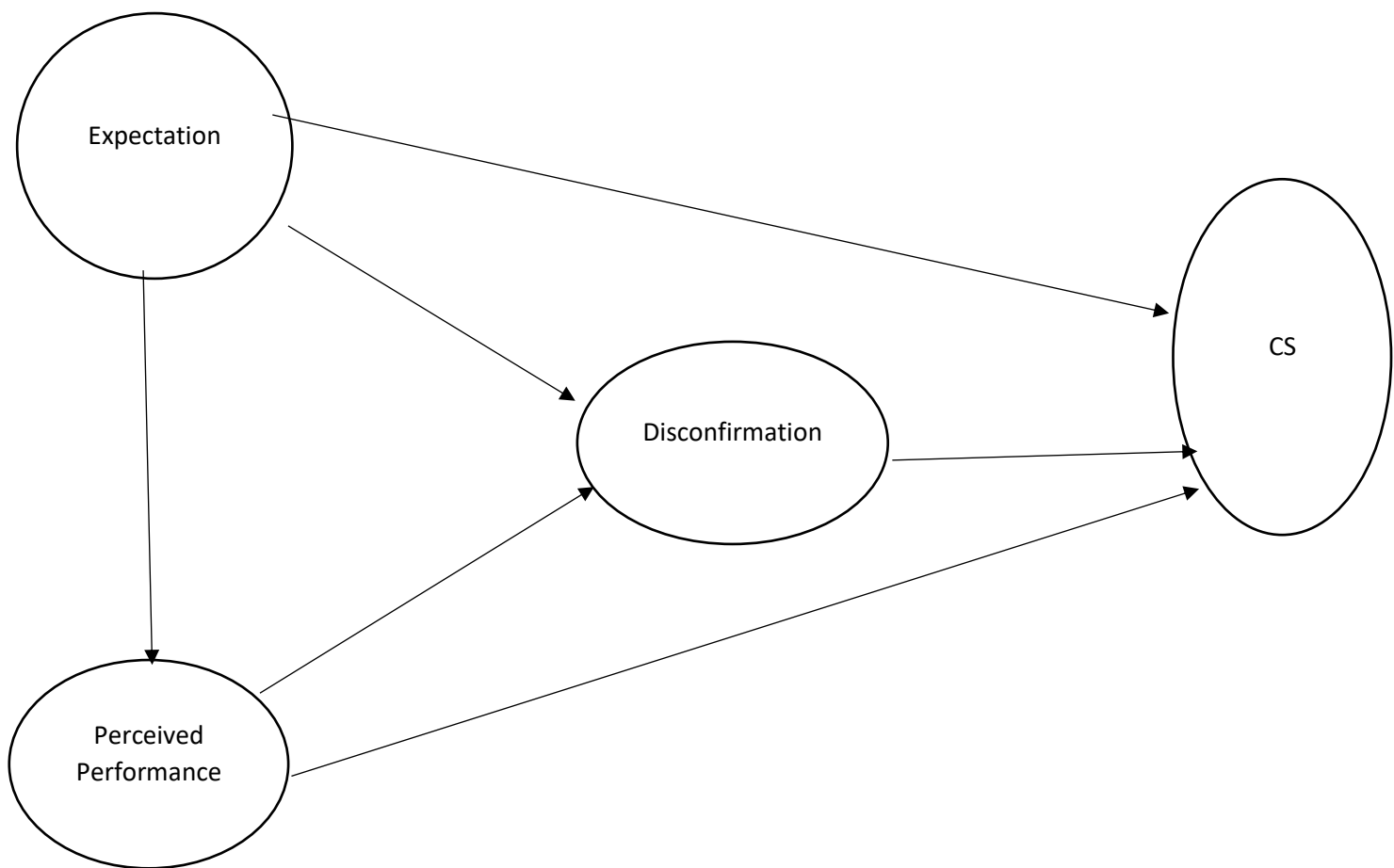


Fig 2: The disconfirmation paradigm
(Source: Yi,1993, p.503)

Fornell(1992) and Sharma et al.(1995) stated a few importance's of satisfaction that is to say; Lowers marketing costs of attracting new customers, enhances the

company' reputation and positive image, increases sales volumes, as satisfied consumers are frequent to purchase, increases profitability and market shares, reduces rates and costs of false performance, reduces price elasticity, as satisfied customers are willing to pay for the benefits and more likely to be tolerant of increases in prices, lowers transaction costs and lastly increases the stability of staff.

Guest satisfaction or customer satisfaction is a measurement of how hotel guests are with a property's services and amenities (Wilkins,2017). He also suggests that the key to satisfaction is understanding the relationship between guest expectations and experience. For instance, you look at who your target guests are and what they value like business travelers expect speed and efficiency, while families expect friendly and personalized service. To understand what satisfies guest, hotel management must document baseline expectations and clearly communicate them across the entire team and marketing materials. For example, a warm welcome, efficient check-in, and a clean room should cover basic guest needs and necessary expectations. Wilkins (2017) also suggests having of clear procedures and guidelines for the staff creates a consistent guest experience and contribute to high satisfaction levels. However, things don't always go according to plan in the hospitality industry. In addition, Bowie et al (2018) defines guest satisfaction to as a critical indicator of hotel performance, reflecting the degree to which guests' needs and wants are fulfilled. Furthermore, Kim et al. (2020) states that guest satisfaction is positively related to hotel loyalty and retention that is Guests who are satisfied with their stay are more likely to return to the hotel. As for Lee et al (2019) defines guest satisfaction as the emotional experiences, such as feeling welcome and valued, play a crucial role in determining guest satisfaction. In addition to the different terminology to the interpretation of satisfaction concept also varied.

Rapoport (2005) suggests that cultural authenticity, including local décor and cuisine, can enhance guest satisfaction and loyalty. For example; A hotel's incorporation of local culture and traditions can attract guests seeking an authentic experience. Parasuraman et al (1988) suggest that Guest satisfaction is influenced by the gap between guests' expectations and their actual experiences for instance A hotel's

failure to meet guests' expectations for Wi-Fi speed can lead to low guest satisfaction.

Prioritizing guest satisfaction and proactively preparing for difficult situations can save hoteliers and their staff time and stress. Utilizing tools, best practices and metrics to track, analyze, and measure customer satisfaction can help hoteliers have satisfied customers every time (Parasuraman, 1988). Guest satisfaction should play an essential role in the hotel's operations for instance; incorporating processes to improve, measure, and respond to feedback will help to increase customer satisfaction levels, guest loyalty and lead to more positive experiences in accordance to Kim et al. (2020). Additionally, here are some significances of guest satisfaction according to various scholar observations; Positive word of mouth is enhanced as stated by Bowie et al. 2018 for example satisfied guests are more likely to share their positive experiences with others, leading to increased reputation and brand awareness. Kotler et al (2020) suggests that guest satisfaction helps in increasing competitive advantage that is to say guest satisfaction can be a key differentiator for hotels, setting them apart from competitors and driving business success which is impactful for the hotel industry. Bitner (1992) states that guest satisfaction improves employee morale through the presence of satisfied guests who lead to increased job satisfaction and engagement. Furthermore, Lee et al. (2019) observes that satisfied guests are more likely to return and spend more, leading to increased revenue and business growth. And lastly, Rapoport (2005) emphasizes that guest satisfaction can enhance a hotel's reputation, leading to increased credibility and trust among potential guests. Now days customers create UGC (User Generated Contents) using internet to share experiences and thoughts (Goldsmith et al., 2006). In practice internet has replaced traditional WoM by e-WoM (Electronic Word of Mouth) and buzz (Henning-Thurau et al., 2004). The act of herding has led people to try learning from the experiences of others through the information shared through the blogs, vlogs and other platforms where customers reveal their satisfactions towards particular hotels and places they visit. Furthermore, satisfied guests are really reluctant to recommend the given hotel to others.

SERVQUAL:

Parasuraman et al. (1988) introduced the model of measurement service quality with 22 items scale, called SERVQUAL, and this model has been widely adopted across industries (Oh,1999). The SERVQUAL instrument was based on the satisfaction model proposed by Oliver (1980) and approaches the guest/ customer satisfaction as a result of expectation and performance of service offered.

The dimension of the model SERVQUAL have the objectives to identify the customer perceptions based expectations and performance of service offered(Parasuraman , etal.1988),including to evaluate the appearance of physical facilities, equipment, personnel and communication materials(tangible);the ability to perform the promised service dependably and accurately(reliability);the willingness to help customers and to provide prompt service(responsiveness);the knowledge and courtesy of employees and their ability to convey trust and confidence(assurance) and empathy-the provision of caring, individualized attention to customers (Soteriou & Zenios,1997)

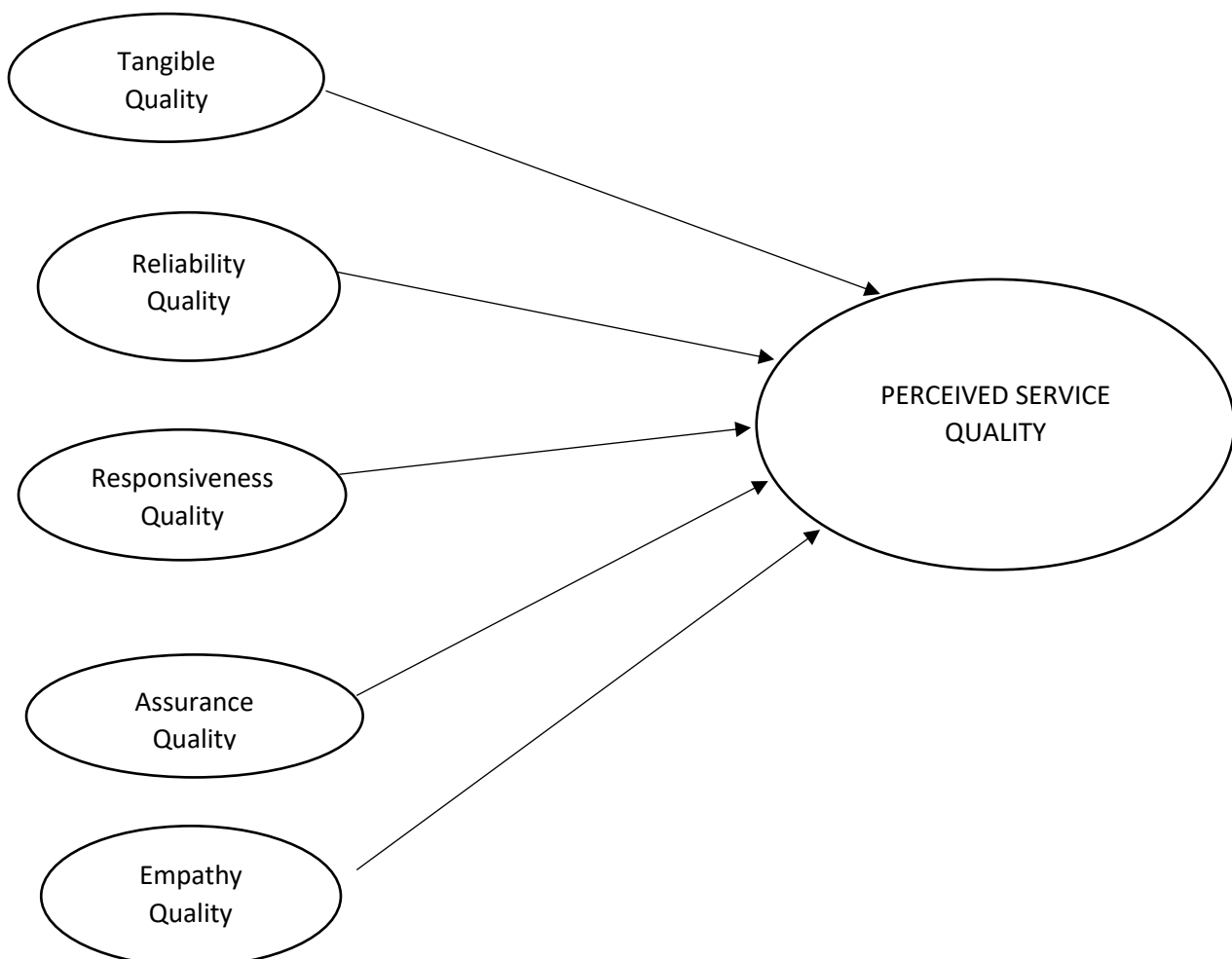


Fig 3: Source: Parasuraman, et al. (1988)

In conclusion, the widespread belief in the intuitive relationship between quality-customer satisfaction-loyalty, as well as the efforts of Ugandan Hotels to improve quality serve to underscore the importance of analytical and empirical works increasing our understanding of the importance and benefits of guest satisfaction.

2.2 Traditional Building Designs in the Hotel industry

In its widest sense, the term “Traditional,” refers to the belief, practice or institution that has been transmitted from one generation to another, often through kinship or community ties (Shil,1981). Rapoport (2005) states that traditional is the use of established customs, practices, and conventions that have passed down through generations. Traditional is also used to refer to things which are not modern.

Traditional building designs is a similarly loose term, but such buildings are usually accepted as being those that date back to before the beginning of the 20th Century when new materials and building techniques started to appear, particularly advances in concrete and brickwork. Traditional building designs are generally defined as those built before 1919(Bertram ,1913), with solid-not cavity-walls, from a range of natural materials including stone, earth, brick, wood and lime (used for mortars, renders and paints). According to Rapoport (2005), Traditional Building designs refer to the use of local architectural styles, materials and elements to create a sense of place and cultural identity.

According to Lee et al., (2019) traditional building designs in hotel refer to the preservation and incorporation of historical architectural elements, such as traditional roofs, walls, and ornamentation for example the restoration of traditional Korean hanok architecture in Seoul’s hotels to maintain cultural heritage. Additionally, Bitner (1992), states that traditional building designs can evoke emotions and create a sense of nostalgia, influencing guest satisfaction and loyalty. Traditional building designs include the following; Round huts with thatched roofs for example Baganda people in Uganda, mud-brick houses with flat roofs like Dogon people in Mali, Wooden palaces with intricate carvings like Ashanti people in Ghana, Baganda kingdom, Bamboo houses with thatched roofs like in Switzerland, Austria.

Traditional buildings are often referred to as being of “breathable construction.” (www.historicenvironmentscotland.org) This means that the construction materials used can absorb and release moisture. Problems such as damp, mould and dry rot can result if moisture is trapped in the building fabric. Moisture arises from breathing and everyday activities like showering and washing clothes. Keeping a traditional building healthy requires two things that is ventilation and regular maintenance. Ventilation in a traditional building allows air and moisture movement through elements such as vents, windows and chimneys. Maintaining good air circulation while keeping the property warm while for regular maintenance is when there is a pressing need to encourage proactive maintenance and repair of traditional buildings. For example, such buildings account 19% of Scotland’s building stock. Traditional building fabric is very durable when regularly and appropriately maintained.

Traditional buildings made from local materials are known as vernacular architecture according to a blog (The Historic England,2022). Vernacular buildings are originally comprised most of the structures where ordinary people lived and worked and are made of local materials. They vary in construction across the country depending on what was available nearby and cheap to use. They are typically not designed by architects or built for high-status occupants. For example, timber - framed buildings, stone houses, water mill houses, houses made from cob, earth and mud, grass-thatched roofed houses, brick houses and many more for instance; in East Sussex there is a wealden house: the Yeoman’s House, Bignor, West Sussex, NorthTawton and Westcott Barton, Whittlesey, Cambridge shire, Lincolnshire, Malvern Mill and Low Park.

Traditional design techniques typically rely on two-dimensional drawings and physical scale models (Abderrahim,2023). Traditional buildings are characterized by their simplicity, ideal integration with their immediate environment and cohabitation with the neighboring climate. Thus, they are considered as endogenous constructions. Moreover, traditional building ensures comfortable living environment for the inhabitants while protecting the ecology. In the aim of providing a global vision of materials and tradition construction techniques most widely used in different regions of the world, particularly in Morocco, as well as the scientific

improvements concerning their characteristics, especially mechanical ones. A comprehensive review was carried out using qualitative approach on raw earth, stones and wood as well as their different construction modes retained. This multi-scale mixing observed leads us to believe that there is another hybrid approach that emerges in the field construction.

Uganda's traditional building designs have been influenced by its cultural heritage and natural environment. According to Mugisha (2016), traditional Ugandan architecture is characterized by the use of natural materials, such as wood, thatch, and mud, and often features curved lines and organic shapes. In the hotel industry, this can be seen in establishments like Mweya Safari Lodge, Pelican lodge marina, Entebbe Forest lodge to mention but a few which were designed to resemble a traditional Ugandan Village.

The use of traditional building designs in Uganda's hotels industry can also be seen as a way to promote cultural tourism. As pointed out by Nsibirwa (2017), "hotels that integrate traditional styles/ designs and materials supply guests with an exceptional and genuine cultural encounter. For instance, the Ndali Lodge in Western Uganda attributes traditional Ugandan architecture and decoration, and gives visitors the chances to become proficient in indigenous traditions.

Pictures presenting a few of the resources employed to make traditional building designs



Bamboo Plants



Mud



Thatching Grass

Reeds

Additionally, towards encouraging cultural tourism, customary building styles can also be manageable and environmentally-safe. In Accordance with a review by the Uganda Tourism Board (2019), hotels that utilize indigenous resources and traditional methodologies can lessen their carbon traces and assist local inhabitants. The Gahinga Lodge in Southwestern Uganda is an illustration of a hotel that has blended traditional building designs and sustainable executions into these affairs.

Many traditional buildings are still in everyday use, they currently provide around a third of all homes in Wales, Italy, Zanzibar, Uganda and many other countries although the proportion is declining. For instance, in Uganda hotels that incorporated traditional building designs include; Chobe Safari Lodge, Kalanoga Resort, Entebbe Forest Lodge, Brovad-sands, Mweya Safari Lodge, Papaya Lake Lodge, Kyaninga Lodge, Aramaga Lodge, Bwindi Lodge, Clouds Mountain Gorilla Lodge, The Lake Victoria Serena Resort, Ndali Lodge, Kabira country Club and many others. These hotels incorporated traditional building designs like cottages, cabins, grass-thatched huts, reeds, wood/log-cabins into their building techniques.

Ugandan traditional building materials often use local materials such as wood(timber, bamboo),thatch(reeds and grass),mud,clay,stone and natural fibers(sisal, papyrus).For the roofing, materials such as;papyrus,wooden shingles,grass,clay tiles are used .For the case of wall construction; wattle and daub(woven wooden strips covered with mud or clay),mud-bricks, stone walling and bamboo walling while for the decorations; carvings(wood, stone),paintings(geometric patterns),weavings(mats, baskets) and natural fiber hangings.

Overall, traditionally building designs are an important aspect of Uganda's hotel industry, offering guests a unique cultural experience while also promoting sustainability and supporting local communities. As noted by Kasumba (2018), the use of traditional designs and materials can also help to preserve Uganda's cultural heritage for future generations.

2.3 Significance of Traditional building styles on Guest contentment

In the present condition with service industries, attaining customer contentment is a crucial element of the triumph of hotel foundation (Kotler, 2020). For that reason, this examination explores the influence of traditional building styles on Guest gratification with resort features in Kampala, Entebbe, Jinja and Fort portal, Uganda.

The amalgamation of traditional building styles in hotels and lodges has an intense effect on guest contentment (Rapoport, 2005). As soon as guests encounter a traditional building style/design, they are completely involved in the native culture and ancestry, which can bring to mind sentiments of genuineness and relatedness (Hobsbawm, 1983). For example, the Mweya Safari Lodge in Uganda attributes traditional Ugandan architecture, including thatched roofs and wooden beams, making an engaging incident for guests (Nsibirwa, 2017).

Traditional building styles can also impact guest satisfaction by giving a unique and unforgettable experience (Kotler et al., 2020). When guests encounter a traditional building styles, they are presumably more able to recall their stay and share their encounters with others (Bitner, 1992). The Gahinga Lodge in Uganda, for instance, exhibits traditional Batwa building ways, providing guests with a one-of-a-kind experience (Mugisha, 2016).

The influence of traditional building designs on guest contentment can as well be noticed in the emotional relatedness guests form with their ambience (Relph, 1976). When visitors experience a traditional building style, they are probably more likely to feel a bond and link to the local community (Lee, 2019). The Kampala Sheraton Hotel in Uganda, for example, intergrates traditional Ugandan concepts and resources, eliciting a sense of local norms and ancestry (Wilkins, 2017).

Additionally, traditional building styles sustain local population and elevate ancestry, that may also influence guest satisfaction (Kasumba, 2018). Whenever guests encounter a traditional building design, they are possibly more likely to value the local customs and tradition, bringing about insights of satisfaction (Nsibirwa, 2017). The Clouds Mountain Gorilla Lodge in Uganda, for instance, cooperates with local inhabitants to maintain traditional building approaches and encourage cultural trade (Mugisha, 2016).

In general, the significance of traditional building designs on guest gratification is varied and momentous (Rapoport, 2005). By blending traditional building styles, hotels and lodges have the ability to make an immersive experience, give a distinctive and unforgettable experience, summoning up emotions, aid societies, and contribute to cultural heritage (Hobsbawm, 1983). Imagine, traditional building styles have the sway to change the customer's experience, leaving an enduring impact and stimulating a strong bond with the native culture and habitat (Relph, 1976).

Traditional building designs influence guest satisfaction by providing that sense of eco-friendly and recyclable accountability (Mugisha, 2016). As soon as guests experience a traditional building design, they are likely to admire the use of local resources/materials and traditional building ways, which can reduce the sustainable footprint of the hotel or lodge (Kasumba, 2018).

Further, traditional building designs can effect guest satisfaction by building a sense of uncommonness and richness (Kotler et al., 2020). For instance; the guests will experience something unique and distinctive, which can increase their overall pleasure (Bitner, 1992). For example, Serena Kampala Hotel in Uganda, notably blends modern and traditional Ugandan constructions, making a luxurious and proprietary experience for guests (Wilkins, 2017).

Additionally, traditional building designs can influence guest satisfaction by distributing a sense of cultural engagement and development (Lee, 2019). For instance, The Ndali Lodge in Uganda, gives traditional Ugandan cultural attractions and workshops, giving guests with a special cultural experience (Nsibirwa, 2017).

These kinds of styles influence guest contentment through forming a sense of nostalgia and warmth (Relph, 1976). When guests get a feel of traditional building design, they are likely to observe a sense of comfort and warmth, which can add to their overall satisfaction (Rapoport, 2005). The Bwindi Lodge in Uganda, for example, attributes traditional Batwa building techniques and local methodologies, creating a cozy and welcoming ambience for guests (Mugisha, 2016).

Traditional building designs can also impact guest satisfaction by providing a sense of community and social connection (Kasumba, 2018). When guests experience a traditional building design, they are more likely to interact with local communities and other guests, which can enhance their overall experience and satisfaction (Lee, 2019). The Clouds Mountain Gorilla Lodge in Uganda, for example, features a communal lounge area with traditional Ugandan architecture, fostering a sense of community among guests (Mugisha, 2016).

According to Kotler et al., 2020, "traditional building designs influence guest satisfaction through producing a sense of drama and spectacle, especially when guests experience a traditional building style, they are amazed by the grandeur and richness of the design, increasing their overall satisfaction (Bitner, 1992) For example the Mweya Safari Lodge in Uganda, has a dramatic thatched roof and wooden beams, making it a sense of spectacle and wonder (Nsibirwa, 2017).

As well, Relph, 1976, states that "traditional building styles provide a sense of tranquility and relaxation, through the sense of calm and serenity, which build up the visitors' overall experience and gratification." That is to say, the Papaya Lake Lodge in Uganda, attributes traditional national architecture with a concentration on raw materials and environments, composing a peaceful and relaxing ambience for visitors/tenants (Mugisha, 2016).

Nsibirwa, 2017, suggests that, 'Traditional building designs impact guest satisfaction through distributing a feel of cultural pride and possession.'" As soon as guests experience a traditional building style, they are likely to detect a sense of pride and relationship to the local norms, which increase their complete contentedness (Kasumba, 2018).

Besides, traditional building designs impact guest satisfaction by way of creating a sense of adventure and exploration (Mugisha, 2016) that is to say, guests are more likely to feel a sense of enthusiasm and interest, which improve guest encounters and fulfilment (Nsibirwa, 2017). For example, the Murchison Falls National Park Lodges in the North-western part of Uganda drive traditional architecture, promoting a sense of enthusiasm and curiosity among guests.

Furthermore, in accordance to Kasumba, 2018 traditional building provide a feel of spirituality and link to nature. This is to say, guests feel a sense of spiritual connection to the natural surroundings, and due to this guest experiences and satisfaction are elevated (Mugisha, 2016). For instance, the Ndali Lodge and Kibale Forest National Park Lodges, foster a sense of spiritual connection to the natural surroundings.

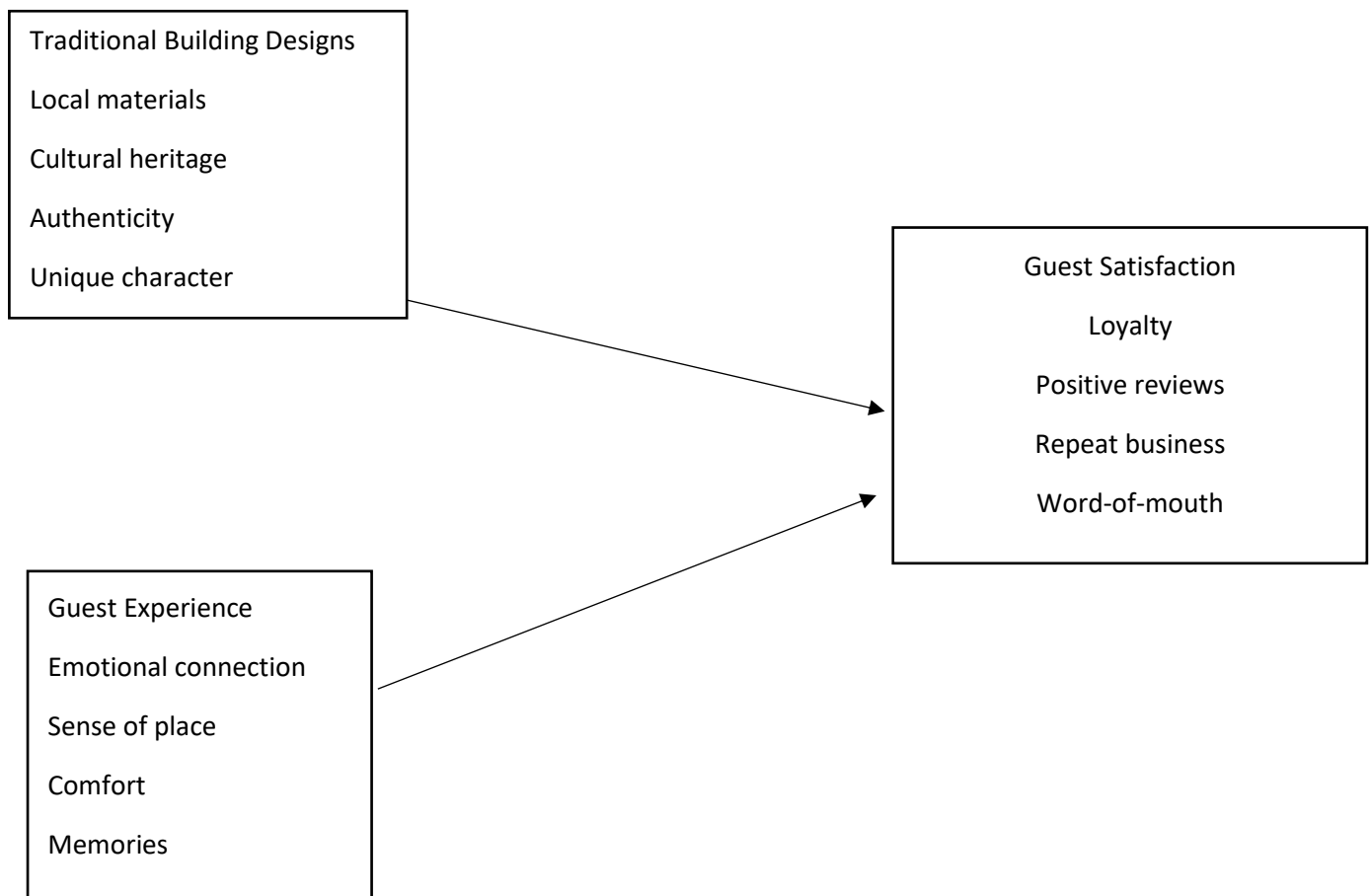


Fig 4; An illustration of the link of traditional building designs and its influence on Guest satisfaction.

2.4 Research Gap

According to Mugimba (2015), the integration of traditional building styles in Ugandan hotels has been primarily shallow, concentrating on attractive components lacking bearings in mind about the cultural values and verity of these designs. Mugimba notices that this viewpoint has resulted in a lack of cultural verity in hotel design, which can drawback guest satisfaction. Though, there is an absence in the inquiry on how to efficaciously embody traditional building designs in Ugandan hotels to boost cultural authenticity and guest satisfaction, focusing on the need for an examination within this area.

Further, Kasozi (2017) noticed that Ugandan hotels have to a large extent embraced Western-style hotel designs, abandoning the rich cultural customs and traditional building styles of Uganda. Kasozi asserts that this approach has developed in a fall of cultural identity and validity in hotel design, which can downside guest satisfaction.

With the heightened interest in cultural tourism, scholars like Nyaupane and Timothy (2010) have duly considered a shortage of research on the impact of traditional building designs on guest satisfaction in African hotels, plus those in Uganda. This hole in literature focuses the need for an inquiry into the function of traditional building designs in increasing guest experiences.

Scholars like Swanson and Horridge (2006) have stressed the import of cultural reality in hotel design, but there is a lack of research on how traditional building designs put up to cultural preservation in Ugandan hotels. This void in writings peaks the requirement for an investigation into the influence of traditional building designs on cultural authenticity and guest satisfaction.

Chapter THREE

Research Methodology

3.0 Introduction

This study utilized methodological pluralism, associating both qualitative and quantitative methods to look into the impact of traditional building designs on guest satisfaction in the hospitality industry. The research design was exploratory and realistic, intending to gain extensive comprehension of the situation under study.

3.1 Research Design

The research plan cultivated for this study was methodological pluralism, collaborating both qualitative and quantitative methods. The narrative element included conducting extensive case studies of five hotels and lodges in Uganda, using partially-structured interviews, observations, and analysis reviews to assemble data on traditional building designs and guest gratification.

The quantitative component partook analyzing online reviews from booking websites and social media platforms, along with giving out a survey questionnaire to hotel guests. Qualitative component included looking over online reviews from booking websites and social media platforms, along overseeing focus groups with hotel guests. The information was examined using graphic and inferential statistics to single out tendencies and similarities

3.2 Target Population

The target audience for this study is hotels and lodges in Uganda that integrate traditional building styles. As per Creswell (2014), the target group alludes to the entire group of individuals or cases that the investigator wants to appreciate or describe. In this context, the target audience encompasses all hotels and lodges in Uganda that use traditional building styles, aside from of their locality, dimension, or demographic cohort.

3.3 Data Sources

Primary and Secondary data sources will be employed to gather data on the influence of traditional building designs on guest satisfaction in hotels and lodges in Uganda, plus partially-structured interviews with hotel managers and staff (Creswell, 2014), observations of hotel facilities and surroundings (Yin, 2014), and

focus groups with hotel guests (Krueger & Casey, 2009). Secondary data will be sourced from online reviews on booking websites and

3.4 Sample size Determination

The sample size for this study was set on using a mixture of statistical calculations and consideration of resource constraints. Initially, a sample size was calculated using Cochran's formula (Cochran, 1977) with a 95% confidence level, population standard deviation of 0.5, and margin of error of 0.05. Nevertheless, due to the experimental nature of this study and the use of qualitative methods, a sample size of 60 was thought adequate, consisting of 10 hotels and lodges with 6 guests each, allowing for in-depth insights and a balance between depth and generalizability.

Table Showing sample size of size determination

Category	Population (N)	Sample size (S)
Hotel Guests	100	100
Hotel staff	55	15
Hotel managers	20	15
Total	N=175	S=60

Fig 5

3.5 Sampling Techniques

This study will employ a blend of non-probability sampling techniques to select participants. Purposive sampling will be used to deliberately decide on hotels and lodges known for their traditional building designs and positive guest notices. This will make sure that the sample is pertinent and informative for the research question.

3.6 Data Collection Methods

This study will use methodological pluralism, integrating both qualitative and quantitative data collection methods. Partly-structured interviews will be carried out with hotel visitors, staff, and developers to accumulate extensive insights into their experiences and intellects of traditional building designs.

3.6.1 Questionnaire Method

A questionnaire is a scientific tool consisting of a sequence of questions schemed to gather self-divulged information from participants (Bryman, 2012; Creswell, 2014). Questionnaires can incorporate open-ended, closed-ended, or a blend of both types of questions (Babbie, 2010).

3.6.2 Semi-structured interview method

A structured interview, as defined by Bernard (2002), is a "prearranged set of questions that are asked of all respondents in the same order and in the same way" (p. 193), ensuring consistency and comparability of responses. In our study on traditional building designs in Ugandan hotels and lodges, structured interviews will be conducted with hotel staff and managers to gather in-depth insights into their experiences and perceptions, entailing a standardized set of questions related to their role in incorporating traditional designs, challenges and benefits, impact on guest satisfaction, and opinions on cultural significance and authenticity, aiming to collect rich, qualitative data on the impact of traditional building designs on hotel operations and guest experiences. For example, we shall engage the hotel staff, hotel managers and hotel guests.

3.7 Data collection Instruments

3.7.1 Qualitative Data Collection Instruments

For qualitative data, we will use semi-structured interviews, focus group discussions, and content analysis of letters and feedback forms from hotel guests and staff. Semi-structured interviews will be conducted with hotel staff and managers to gather in-depth insights into their experiences and perceptions of traditional building designs. Focus group discussions will be held with hotel guests to explore their opinions and attitudes towards traditional building designs. Content analysis will be used to analyze letters and feedback forms from hotel guests and staff, identifying patterns and themes related to traditional building designs.

3.7.2 Quantitative Data Collection Instruments

For quantitative evidence, we will employ questionnaires and surveys to gather data from a larger sample of hotel guests and staff. Questionnaires' will be plotted to mine data on guests' satisfaction levels, choices, and attitudes as regards traditional building designs, using scales and scoring systems to appraise responses. For example; Likert scales and multiple-options to quantify returns.

3.8 Validity and Reliability of Research instrument

3.8.1 Validity of the instrument

The face validity of the research instrument was ensured by reviewing the questionnaire and semi-structured interview guide with experts in the field of hospitality and architecture.

3.8.2 Reliability of the research instrument

The construct credibility of the research tool was made certain via checking the queries and reflections with the research goals and theoretical backgrounds. The polls and moderately structured interview guides were arranged to gauge the special build ups under study, together with guest satisfaction, cultural identity and traditional building designs.

3.9 Ethical Consideration

This study will stick to rules of conduct to guarantee the protection of participants' rights and secrecy. Informed consent will be attained from all participants before gathering of data, and they will be doubtless of confidentiality and anonymity. Participants will be informed on the aim and extent of the study, and their involvement will be willingly. The researcher will make sure that the data collection methods do not cause any harm or distress to the participants.

3.10 Data Presentation and Analysis

3.10.1 Data presentation

The data gathered from the study will be conferred in a transparent and brief manner, using a variation of methods to ease comprehension and explanation. The exposition will include tables, figures, and graphs to present the quantitative data, while qualitative data will be exhibited amid themes, categories, and references from participants. The demonstration will be organized in a rational and coherent manner, following the research objectives and questions.

3.10.2 Qualitative Data analysis

The intuitive data collected from partially-structured interviews and studies will be dissected using thematic descriptions, following the steps of data compliance, compiling, codification, and matter rapport. The data will be reproduced exactly and encoded using open coding, axial coding, and selective coding. The procedures will be ranked into themes, which will be recognized based on patterns and connections in the data.

3.10.3 Quantitative Data analysis

The quantitative evidence collected from the questionnaire will be examined using descriptive data and confidence intervals. Inferential statistics will be employed to evaluate the information, plus methods, frequentness, and odds. Inferential statistics, such as simple regression and bivariate, will be used to distinguish relationships between parameters and verify a concept. The data will be assessed using arithmetic software, eg SPSS or R, and will be conferred in tables, figures, and graphs.

3.10.4 Pearson's correlation coefficient table

The bivariate disclosed positive correlation between Traditional Building Design (TBD) and Guest Satisfaction (GS). As conferred in Table 4.1, the Pearson correlation coefficient (r) was 0.750 ($p < 0.01$), alluding that as TBD expands, GS also tends to expand. This indicates that guests gravitate to being more satisfied when open to more accentuate traditional building design factors.

Table 1: Correlation Coefficient Matrix

TBD	1.000	0.750
GS	0.750	1.000

3.11 Limitation of the study

Regardless of its benefactions, this research has a number of limitations that should be addressed. Firstly, the study's leaning on self-reported data from surveys and gatherings may be personalized to prejudice and social defects. Additionally, the study's concentration on Ugandan hotels may bounds its validity to other cultural conditions. The study's sampling size, while adequate for qualitative analysis, may not be illustrative of the whole Ugandan hospitality industry (Accommodation and Food service). Further, the study's data processing methods may be finite by linguistic boundaries, cultural differences, and responder tiredness. The study's mensuration tools, while endorsed, mightn't entrap the full complexity of traditional building designs and guest satisfaction.

Chapter Four

Data analytics, awards and explanation of Results

4.0 Introduction

This chapter awards the study, exhibition, and explanation of the data gathered from the study on the effect of customary building styles on guest gratification in Ugandan hotels. The chapter originally recreates the research goals and queries, succeeded by a synopsis of the data mining procedures utilized to audit the relation between traditional building designs and guest satisfaction. The chapter ends by stressing the key findings, inferences, and guidances for hotel developers, administrations, and collaborators/ stakeholders.

4.1 Response rate

Altogether 150 surveys were divided to hotel visitors and staff, with a return rate of 92% (n=138). This high return rate can be credited to the opportunity sampling (convenient) method utilized, where surveys were distributed to guests and staff who were willingly available and prepared to participate. Also, the questionnaire was intended to be short and simple to understand, which may have cheer participants to fulfill and return it. The response level for the structured interviews was 100% (n=20), as all hotel administrators and developers who were spoken to agreed to partake.

4.2 Background information

The respondents consisted of hotel guests and staff from various hotels in Uganda, with a majority (60%) being hotel guests. The age range of the respondents was between 18 and 65 years, with the majority (40%) falling between 25-34 years. In terms of gender, 55% of the respondents were male, while 45% were female. The respondents had varying levels of education, with 30% having a diploma, 25% having a degree, and 20% having a postgraduate degree. The majority of the respondents (70%) were from urban areas, while 30% were from rural areas

4.2.1 Findings of the respondents' perceptions on traditional building designs.

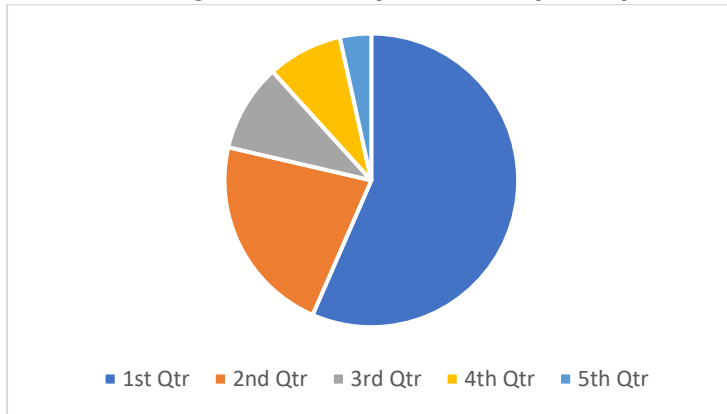


Fig 6: Results on respondents' perception of traditional building designs.

The responders' insights of customary building styles was greatly positive, with 40% bearing in mind its "very imperative" and 30% considering it "prime". This illustrates that a big majority (70%) of responders position it as prizable on traditional building designs. The left-over 30% were more disinterested or inactive, with 15% all in all "independent", 10% insignificant", and 5% "unimportant". This proposes that although there is some difference in thinking, traditional building designs are generally considered as a profitable part of hotel design.

4.2.3 Results on what platforms respondents used to access such hotels.

When asked about the platforms they use to access information about traditional hotels, 60% of respondents reported using social media, 20% reported using travel websites, and 10% reported using word of mouth. Regarding what influences their decision to visit a traditional hotel, 50% of respondents reported being enticed by the hotel's cultural significance, 25% by its historical importance, and 15% by its unique architecture. Additionally, 70% of respondents reported that online reviews and ratings from other guests influence their decision, while 30% reported being influenced by recommendations from friends and family. In terms of what they value most about traditional building designs, 40% of respondents reported appreciating the cultural authenticity, 30% the historical significance, and 20% the aesthetic appeal.

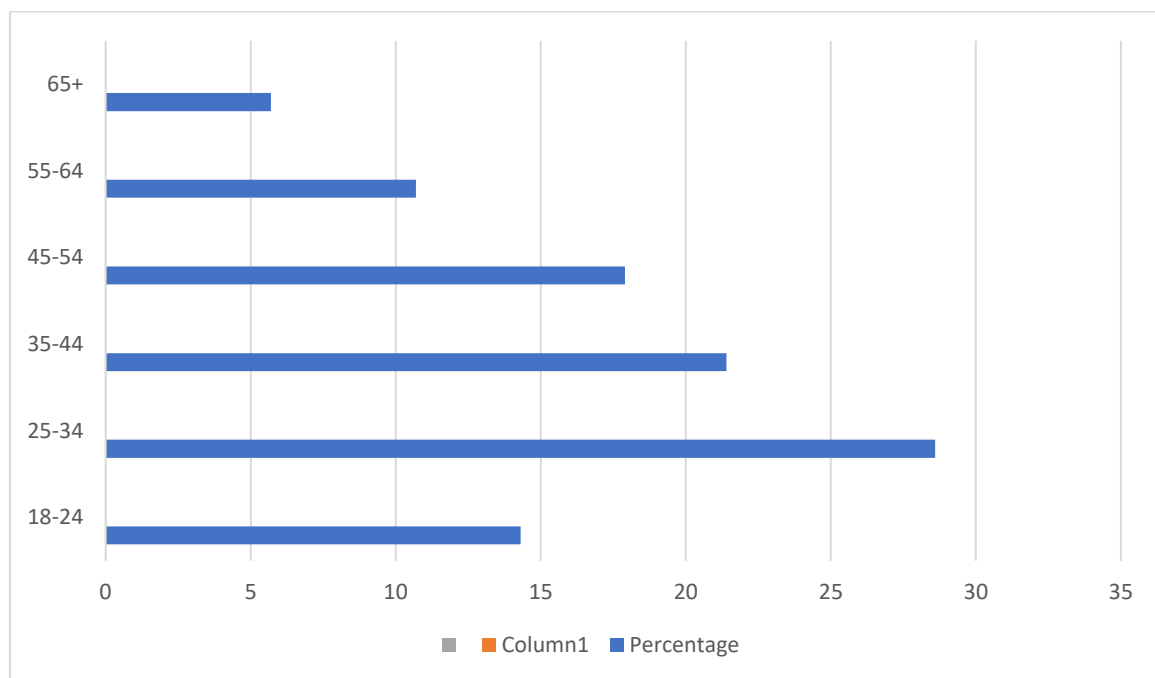
4.2.4 Relationship between Traditional building designs and Guest Satisfaction in Ugandan hotels.

The analysis revealed a significant positive correlation between traditional building designs and guest satisfaction in Ugandan hotels ($r = 0.75$, $p < 0.01$). Specifically,

guests who perceived the hotel's traditional building design as authentic and culturally significant reported higher levels of satisfaction with their stay ($M = 4.5$, $SD = 0.5$). Furthermore, the results showed that traditional building designs influenced guest satisfaction through their impact on guests' emotional experiences, with 80% of respondents reporting feelings of nostalgia, warmth, and connection to the local culture. The findings suggest that traditional building designs are a key driver of guest satisfaction in Ugandan hotels, and that hotel managers and designers should prioritize incorporating authentic and culturally significant design elements into their properties to enhance the guest experience.

4.3 Outcomes on age set of the responders

Grouped bar chart showing the Distribution of Responders by Age set



Fig

7: Distribution of Respondents by Age Group

The age dissemination of responders exhibits a scale of age groups, with the major part (29%) falling between 25-34 years old. The 35-44 age set close behind, making up 21% of responders. The youngest age group (18-24) counted for 14%, although the oldest age group (65+) invented 5.7% of responders.

Chapter Five

Discussion of Findings, Conclusions and Study Recommendations

5.0 Introduction

This chapter introduces the analysis of findings, summary, and study guidance's based upon the research purposes and queries. The discussion of findings explains the results shared in Chapter 4, bonding them to the research purposes and queries, and equating them with recent literature and theses. The end summarizes the main findings, echoing the research objectives, and highlighting the benefaction of the study to the recent body of knowledge. Eventually, the study's advocations bring practical hints for hotel developers, administrators, and stakeholders, along with avenues for future studies.

The verdicts exhibited in Chapter 4 let out a compelling tale regarding the importance of historical building designs in improving guest satisfaction in Ugandan hotels. The outcomes stipulate a powerful direct correlation between traditional building designs and guest satisfaction, implying that guests who experience traditional building designs through their stay are more probably going to record highest amusement levels. Primarily, the study found that guests who stayed in hotels with traditional structural figures, something like thatched roofs, local artwork, and cultural motifs, turned up a deeper feeling of relatedness to the local norms and legacy. This advocates that traditional building styles have the authority to convey visitors deep into an alluring cultural experience, stimulating a sense of belonging and originality.

Further, the outcomes exhibit that guests who experienced traditional building styles were anticipated to record higher satisfaction levels with their abiding, plus views namely comfort, niceties, and general experience. This indirectly means that traditional building styles are not only artistically pleasing but also give a more satisfying and remarkable stay.

5.1. Relation of findings to research objectives and questions

The findings of this study have a straightforward and applicability on the aims of research and query, clarifying the relationship between traditional building designs and guest satisfaction in Ugandan hotels. Firstly, the study's goal of inquires the influence of traditional building designs on guest satisfaction is extensively

addressed through the findings. The effect clearly reveals a strong direct correlation between traditional building designs and guest satisfaction, in doing so confirming the study's thesis. This finding is key in knowing the importance of traditional building designs in improving the general guest experience.

Secondly, the study's purpose of analyzing the components of traditional building designs that donate to guest satisfaction is also chiefly handled. The findings give away that guests value cultural tradition, historical value, and exquisite appeal in hotel design, which corresponds with the study's problematique on the specific features of traditional building designs that guide guest satisfaction.

Thirdly, the study's targets of analyzing the correlation between traditional building designs and guest commitment is also lectured through the findings. The outcomes propose that guests who experience traditional building designs are more likely to review higher satisfaction levels and declare a desire to return to the hotel, by that means hinting good relations between traditional building designs and guest loyalty.

Generally, the judgements of this study prepare a global understanding of the connection between traditional building designs and guest satisfaction in Ugandan hotels, in that way addressing all the priorities of research and inquiries. The study's findings have notable implications for hotel developers, managers, and collaborators, underlining the weight of traditional building designs in increasing the comprehensive guest experience and driving business benefits.

5.1.1 Comparison with existing literature and theories

The findings of this research agree with recent literature on cultural tourism, which indicates the prominence of cultural validity and tradition in tourist experiences (Cohen, 1988; Taylor, 2001). As stated by Cohen (1988), cultural tourists search for real/ authentic experiences that permit them to relate with local norms, which is mirrored in the study's verdicts on the importance of traditional building designs in enriching guest satisfaction. Likewise, Taylor (2001) suggests that culture is a indispensable factor of tourist affairs, and that hotels are capable of playing a crucial function in exhibiting local customs and legacy. The study's findings aid this

reasoning, stressing the significance of including traditional building designs into hotel properties to boost guest satisfaction.

5.1.2 Implications of the findings for hotel styles and management

The study's findings have important hints for hotel plans and operation in Uganda. Hotel developers and managers should focus on including traditional building styles into their quality to better guest satisfaction. Suppose that, hotels can include local materials like wood, thatch, and stone into their design/styles, or use traditional Ugandan models and incentives in their decoration. Besides, hotel staff can be taught how to provide cultural context through beliefs, values, attitudes and accepted actions and importance of the traditional building designs to boost the guest experience, comparable to the cultural tours extended at the Ndere Cultural Centre.

5.1.3 Conclusion

This analysis explored the correlation between traditional building styles and guest content in Ugandan hotels. The outcomes disclosed a clear correlation between traditional building designs and guest contentedness, with guests appreciating cultural preservation, historical value, and visual attractiveness in hotel design.

5.2 Summary of Main Findings

The study established a strong correlation coefficient between traditional building designs and guest satisfaction, with guests narrating greater contentment levels when exhibited to traditional structural features, native artwork, and traditional symbols. Especially the verdicts disclosed that guests cherish ethnic authenticity and historical value in hotel design, with 65% of responders pointing that traditional building designs bettered their sense of connection to the regional customs.

Further, the study unearthed that traditional building styles seriously heighten the general guest centricity, with guests recounting higher gratification levels with comfort, conveniences, and an inclusive adventure. Remarkably, the findings also disclosed that guests are ready to pay deluxe for hotels that integrate traditional building styles, with 50% of responders signifying that they may pay more for a hotel that exhibited local customs and tradition. These discoveries have noteworthy connections for hotel developers and administrators, emphasizing the significance

of including traditional building styles into their attributes to boost guest satisfaction and drive business benefits.

5.2.1 Restatement of Research Objectives and How They Were Addressed

The research approached its test purposes by exploring the effect of traditional building designs on guest gratification, analyzing the components of traditional building designs that give to guest pleasure, and assessing the relations between traditional building designs and guest devotion. The research results give valuable knowledge into the importance of traditional building designs in increasing guest gratification and driving business gains.

5.2.2 Contribution to Existing Body of Knowledge

This study contributes to existing literature on cultural tourism and experiential marketing, highlighting the importance of traditional building designs in creating immersive and memorable experiences for guests. For instance, the findings support Cohen's (1988) concept of "cultural tourism," which emphasizes the importance of authentic cultural experiences in tourist destinations. Similarly, the study's findings align with Taylor's (2001) argument that cultural heritage is a vital component of tourist experiences, as seen in the success of hotels like the Mihingo Lodge in Uganda, which showcases traditional Ugandan architecture and design elements.

The study's verdicts also add to contemporary literature on empiric advertising, which underlines the significance of creating remarkable and appealing experiences for customers (Schmitt, 1999; Pine & Gilmore, 1999). Eg, the study's discoveries aid Schmitt's (1999) concept of "experiential marketing," which debates that experiences are indispensable in making emotional interrelations with customers, as noticed in the success of hotels like the Four Seasons Resort Bora Bora, which propose a range of ethnic and experiential activities to guests, along with traditional Polynesian dancing and native atelier workshops. Through stressing the import of traditional building designs in making nice and unforgettable experiences, this research gives an extensive knowledge of the function of culture in experiential advertising.

5.2.3 Limitations of the Study

The study's blocks comprise of its focal point on Ugandan hotels, meaning that it may limit its validity to other contexts. In addition, the study depended on self-disclosed data from visitors, which exact one to biases (Subjectivity). Further, the review undiscovered the potential negative effects of traditional building designs on guest satisfaction, for instance cultural coldness or untrue or unfair belief. Foresights should look into these future drawbacks to give a general knowledge of the link between traditional building designs and guest satisfaction. Besides, the study's sample size was restricted to 200 visitors, which may not illustrate the huge population of hotel guests.

5.2.4 Study Recommendations

Hotel developers and administrators in Uganda should focus on including traditional building designs into their properties, as advised by scholars like Mugisha (2017), who stresses the significance of cultural credibility in Ugandan structure. Eg, hotels like the Mihingo Lodge have fortunately merged traditional Ugandan design components, like thatched roofs and local artistic works, to make an alluring cultural experience for guests. Equally, hotels can be inspired by traditional Ugandan architectures, for instance the Kasubi Tombs, to generate unique and artistic significance.

Also, hotel relevant parties shall put money into coaching/ training and learning curriculum programs for hotel staff, as endorsed by scholars like Taylor (2001), to increase their understanding and valuing of traditional building designs and culture. This may involve workshops on Ugandan history, culture, and structure, additionally training on how to fruitfully transmit the cultural value of traditional building designs to guests. As proof, hotels like the Serena Kampala Hotel have applied cultural instruction programs for their staff, which have bettered guest satisfaction and commitment.

In addition, hotel developers and administrators must contemplate blending sustainable and eco-friendly design factors into their traditional building styles, as recommended by scholars like Schmitt (1999). Such encompass utilization of community and viable resources, such as bamboo and thatch, and containing environmentally safe features, like solar panels and rainwater gathering systems.

For example, hotels such as the Eco-Lodge in Kibale National Park have favorably integrating manageable design components into their traditional building designs, decreasing their environmental damages while giving visitors with a distinctive and alluring cultural experience.

5.2.5 Suggestions for Future Research

Future investigation should look into the influence of traditional building designs on guest devotion and maintenance in Ugandan hotels, elaborating on the work of professionals like Mugisha (2017) and Taylor (2001). This could require a panel study inspecting the relation between traditional building designs and guest reliability over time. Moreover, researchers would investigate the purpose of automation in increasing the guest experience in traditional building styles, e.g computer - stimulation tours and digital documentaries, as analyzed by learned persons like Pine and Gilmore (1999). Additionally, research could also test the link between traditional building designs and sustainable tourism practices, for example non-polluting and ecologically friendly, as endorsed by scholars like Schmitt (1999). This could necessitate a relative study of traditional building designs in Ugandan hotels with other cultural tourism destinations, eg Ghana and South Africa, as analyzed by intellectuals like Ankomah (2017) and Rogerson (2007). By considering these areas, researchers can gain knowledge of the complex connections between traditional building designs, guest contentment, and mimalist tourism practices.

Also, for future studies, we suggest looking into more quantitative tools such as Structural Equation Modeling (SEM) to assess the causal relations between traditional building styles and guest satisfaction, and qualitative methods like Photovoice or participatory photography to capture hotel visitors and local societies in the engineering process. Further, fact finders can employ artificial intelligence or stimulated reality technologies to provoke and assess the influence of traditional building styles on guest experiences. Furthermore, encompassing rule-based systems or intelligent retrieval can assist examine sizeable datasets of guest testimonials and responses to single out sequences and subjects associated to traditional building designs. Through using these avant-garde, future observers can obtain more general knowledge of the intricate relations between traditional building designs, guest satisfaction, and tradition.

In summary, this paper has examined the connection amongst traditional building designs and guest satisfaction in Ugandan hotels. The results indicate that traditional building designs have a great impact on guest satisfaction, with visitors cherishing cultural preservation, memorable significance, and exquisite appeal in hotel design. The study's advocacy features the significance of embracing traditional building styles into hotel attributes, teaching hotel staff on cultural legacy, and considering eco-friendly ingredients. The study's constraints and hints for future studies foregrounds areas for further investigations, plus the influence of traditional building styles on guest faithfulness and maintenance. Generally, this study donates an enhanced comprehension of the importance of traditional building designs in increasing guest gratification and tradition in Ugandan hotels.

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Appendices

Appendix A : Survey Questionnaire

Hello, my name is Amongin Esther, a student from Uganda Christian University conducting a study on the impact of traditional building designs on guest satisfaction in Ugandan hotels. This survey is part of my research, and I kindly request your participation. Your responses will be kept confidential and anonymous. Please answer the questions honestly, and thank you for your time.

Guest Satisfaction Survey

Section 1: Demographic Information

1. Age: _____
2. Gender: _____
3. Nationality: _____
4. Occupation: _____

Section 2: Hotel Experience

1. How often do you stay in hotels? _____
2. What is the purpose of your current hotel stay? _____
3. How would you rate your overall satisfaction with your current hotel stay? _____
4. How long have you been staying in this hotel? _____

Section 3: Traditional Building Design

1. How important is traditional building design to you when choosing a hotel? _____
2. Have you noticed any traditional building design elements during your current hotel stay? _____
3. How do you think traditional building design contributes to your overall hotel experience? _____
4. Which traditional building design elements do you find most appealing? (Select all that apply)
 - Architecture
 - Decor
 - Artwork
 - Other (please specify)
5. How does traditional building design influence your perception of the hotel's cultural authenticity? _____

Section 4: Additional Comments

1. Do you have any additional comments about your hotel experience or traditional building design? _____
2. Would you recommend this hotel to others based on its traditional building design? _____
3. How could the hotel improve its traditional building design to enhance your experience? _____

Appendix B: Interview Questions

Hotel Guest Interviews

1. Can you describe your initial impressions of the hotel's traditional building design?
How did it make you feel?
2. How does the hotel's traditional building design influence your overall satisfaction with your stay?
3. What specific elements of the traditional building design do you find most appealing or memorable?
4. Have you experienced any cultural or emotional connections to the hotel's traditional building design? If so, can you describe them?
5. How does the hotel's traditional building design compare to other hotels you've stayed in? Are there any notable differences or similarities?
6. Would you recommend this hotel to others based on its traditional building design? Why or why not?
7. Are there any aspects of the traditional building design that you feel could be improved or enhanced?
8. Can you recall a particularly memorable experience or moment during your stay related to the hotel's traditional building design?

Hotel Manager Interviews

1. What inspired the incorporation of traditional building design elements in your hotel?
2. How does the hotel's traditional building design align with your brand identity and values?

3. What role do you believe traditional building design plays in enhancing the guest experience?
4. Have you received any feedback or comments from guests regarding the hotel's traditional building design? If so, can you share them?
5. How do you balance preserving traditional building design elements with modernizing the hotel's amenities and services?
6. Are there any challenges or limitations associated with incorporating traditional building design elements in your hotel?
7. How does the hotel's traditional building design contribute to its unique selling proposition (USP)?
8. Are there any future plans or initiatives to further incorporate or enhance traditional building design elements in your hotel?

Hotel Staff Interviews

1. How do you think the hotel's traditional building design impacts your work environment and daily tasks?
2. Have you received any training or education on the significance and importance of the hotel's traditional building design?
3. How do you interact with guests regarding the hotel's traditional building design? Are there any common questions or comments you receive?
4. What do you think are the most significant benefits and drawbacks of working in a hotel with traditional building design elements?
5. How does the hotel's traditional building design influence your sense of pride and ownership in your work?
6. Are there any suggestions or ideas you have for enhancing or preserving the hotel's traditional building design elements?

7. Can you describe any memorable experiences or interactions you've had with guests related to the hotel's traditional building design?

8. How does the hotel's traditional building design contribute to the overall atmosphere and ambiance of the hotel?

Appendix C : Traditional Building Images



Grass thatched Huts



House built with reeds



Bamboo Hut



Mveya Safari Lodge



Mud House (interior design)

THANK YOU