

Exploring Service Quality and Visitors' Complaining Behavior of Nepalese Tourism Industry

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Abstract

Background: Service quality and customer feedback are integral parts of any service organization. Creating the context to vent the visitors' discomfort is a primary task for quality service delivery in the tourism industry.

Objectives: This study aims to explore Nepalese tourism service quality and customers' complaining behavior.

Methods: A qualitative framework of in-depth interviews with tourism service providers, tourism experts, and visitors of the destination are the primary sources of data. Narrative manual content analysis has been adopted to analyze and draw the result from the data.

Results: Nepalese tourism service quality has not been able to meet the visitor's service expectations, however, some natural and provider's experiences have made most of the visitors patronize the destination Nepal. Visitors are posing three types of complaining behaviors, the first category that generally goes for voice complaining from the service providers are labeled as redress seekers, the second category visitors cannot get an appropriate environment to vent the matter of dissatisfaction, the final category visitors do not like to share their matter of discomfort with the service providers.

Conclusion: Nepalese tourism service demands much effort to make it more visitors friendly. Visitors must be provided with appropriate situations to express their matter of discomfort and match the expectations that they are seeking.

Keywords: Customer complaining behavior, Nepal, service quality, the tourism industry.

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Introduction

The customer-driven service approach has an important role in formulating competitive strategies in services which helps to innovate and integrate required adjustments in the competitive arena of services. Understanding of unfavorable service experience of the customer is vital for quality service delivery. Proper handling of customer complaints can contribute significant percentages to the profit of the company (Brown, 2000). It has nicely pointed out the logic of coordinating the operations, human resources, and marketing to formulate strategies and policies in the service organizations which helps to precisely pinpoint customers' expectations. Increasing competition has also exerted pressure on the service providers for quality enhancement as per the customers' perspective. Providing the appropriate environment for the customer to vent his/her matter of dissatisfaction can provide an opportunity to educate and properly understand the customers' requirements. According to Bitner, Zeithaml, and Gremler (2016), service quality has been defined as matching the customers' expectations and satisfaction with the perceived service. Properly managing the stipulated service and handling the expressed complaints can help to evoke a positive word of mouth to the future customers as well as patronize the services (Tronvoll, 2012). But all customers do not go for complain in a normal situation. Providers should create a special context to make them vent their matters of dissatisfaction. Because of not getting appropriate context from the provider most of the dissatisfied customers do not go for complain only very few of them go for complain (Tax, Brown, & Chandrashekar, 1998). Among them, some silent exits, and only a few of them go for voice complaints (Hirscherman, 1970). Thus getting customers' complaints or feedback is vital for the quality service delivery of a service firm.

Technological advancement has a huge impact on modern services particularly inspiration for innovation, and options for alternative service delivery, above all it has boosted the effective and efficient service encounters for both providers and receivers. The next important point is that in making the world without borders, sometimes customers may be far away from the service providers in the fulfillment of their requirements (Bitner, Zeithaml, & Gremler, 2018). The service quality of any destination depends upon the visitors' expectations of their perceived experiences with respect to their effort to get it. According to Wang et al. (2009), the antecedents of destinations as perceived value, destination image, and perceived quality are the determining factors for satisfaction. Matching the service as per the visitors' perception can lead to complaining and patronizing the destination.

The tourism industry of Nepal has always been kept in high priority but the Gross Domestic Product contribution from the tourism industry has not exceeded four percent to date. Different scholars have found concentrating their research work only on broader socio-economic aspects only. There are very few studies found about marketing particularly focusing on service quality from visitors' perspectives which is the foundation for the competitive tourism market situation of a country like Nepal while market-focused studies are very common in other countries in which tourism has been kept into the government priority. It is an attempt to explore the service quality of the Nepalese tourism industry and providers' understandings of the visitors' complaining behaviors with their effort to make visitors evoke dissatisfaction. How the visitors are being able to express their dissatisfaction with Nepalese tourism service providers?

Review of Literature

Complaining behavior is primarily based on the expectation disconfirmation theory (Oliver, 2018) this theory tells that dissatisfaction occurs when perceived experience is less than the expected service delivery. Dissatisfaction may neither always matter of complaints nor the all complaints belong to dissatisfaction. According to lifecycle theory (Van De Ven, 1992), an individual goes to complain to get redress from the company. This theory believes that consumers' preferences are changing, and service providers should serve as per the changed perspective; if they will not get the stipulated service consumers goes to complain to get redress. The dialectic theories believe that complaining behaviors are the product of actions and reactions. The value system of the consumer and the compatible sales talk between consumer and service provider ultimately leads to the complaining behavior of the consumer (Hold, 2002). Resources are the antecedents for customer complaining behaviors (Tronvoll, 2007). Thus Tronvoll, (2012) suggests that complaining highly depends upon the context. Customers complain when they will be provided the appropriate context or environment that is social, cultural, and situational. He further explains that complaining is a latitude-based conceptualization of complaining-in-context. If the complaint threshold goes beyond the customer go for action complaint responses. The different complaining responses may go separately or simultaneously.

The context and resource configuration of the negative incident may lead to communication complaints. Communication response should not be taken as a negative one, it is feedback to the firm but negative word of mouth communication on the other hand may be a serious matter for the company (Blodgett, Hill, & Tax, 1997). The service providers should not forget to change the contextual co-creating service environment to precisely go with consumers.

Whatever the theories have prevailed in the customer complaining behavior, the philosophical understanding of this study is grounded in theory. Study beliefs to the multiple realities of the truth and constant comparisons interview data with the research findings. Neither interview data are appropriate for testing a theory nor are such findings sufficient for generalization without conclusive study (Charmaz, 2008).

The customer-driven service approach has an important role in formulating competitive strategies in services which helps to innovate and integrate required adjustments in the competitive market situation. The logic of coordinating the operations, human resources, and marketing to formulate strategies and policies in the service organizations helps to precisely understand customers' expectations (Bitner, Zeithaml, & Gremler, 2017).

Grönroos and Gummerus (2014) have mentioned that service is a multifaceted phenomenon it supports individuals' and organizations' everyday value creation process. They involve as service providers, customers, and others for the customers' value spheres. Value creation is the customers' process of extracting value from the use of resources. Value is not always created it may emerge from the product of collaboration between service providers and receivers. Parasuraman, Zeithaml, and Berry, (1994) have highlighted that both the perceived and desired service also can affect the quality of performed

service. Park and Jeong (2019) confined that some activities as the determinants of service quality were found as the most popular model for measuring service quality. The performance base measurement triggers the service quality research. The five dimensions of service quality namely tangibility, reliability, assurance, responsiveness, and empathy as the basis for the measuring rod of service quality dimensions. The expectation of the service plays an important role in service quality and the technical and functional dimensions may be difficult to segregate to the customer on service creation and use (Parasuraman, Zeithaml, & Berry, 1994).

As the changed perspective of marketing conceptualization of tourism is also changed on the perspective of tourism service product, tourists are pushed to the destination attraction different points of view like amusement, experience, religious salvation or other services they demand accordingly. Tourism is a network from various aspects; the offerings are value propositions and try to satisfy the customers with knowledge and skills and create and consumptions activities simultaneously. The important role of marketers is matching the offering according to the customers, thus co-creation and life experiences are important attributes of tourism (Prayag, Hosany, & Muskat, 2017).

Services should be performed right the first time, but can we ignore failure while many encounters of services moment of truth are vulnerable to breaking down. What is the service provider's response to the service failure while service failure is inevitable in the delivery and co-creation process (Wirtz, Lovelock, & Chatterjee, 2018)? They have proposed a model that shows at least three types of courses of action may be on the response by the customer to the seller, take public action, private action or no action, and negative word of mouth (grumble) to family and friends by a warning to use the services of the providers. They have proposed four main purposes of complaining are to get compensation, vent anger, help to improve service, and altruistic reasons which can also influence the responses of the service provider at the time of service encounter either after service failure or service co-creation process.

Considering the other side of customer complaints, only five to ten percent of dissatisfied customers go for complaints (Tax, Brown, & Chandrashekar, 1998). The main concern of the service manager is to make to vent complaints from dissatisfied customers or service failure to customers so that the service providers can get an opportunity to identify the customers' expectations and deliver accordingly. They further explained that relatively upper-class customers are more likely to vent their dissatisfaction than lower-class ones.

The tourism business firms that expect a higher level of customer satisfaction may not be able to deliver services with zero defects since there are many kinds of people involved in the tourism business may be a travel tour operators, airline companies, or some government offices involved in immigration and other such administrative works and more importantly hospitality and restaurant services. Service failure is inevitable and service providers should have a clear-cut strategy for handling customer complaints rightly. The involvements of different organizations challenge the coordination among them appropriately handling the tourism services. Customers always react positively to the appropriate and timely response to the service failure (Ennew & Schoefer, 2003; Oliver, 2018).

Studies have found that non-complainers are more dissatisfied than the complainers (Nimako & Mensah, 2014) customers should be encouraged to complain. The dissatisfied non-complaining customers are more prompt to go for negative word of mouth and switch the service providers (Singh & Wilkes, 1996). They further point out that those who want to take benefit of responding to the customers showing dissatisfaction also lose the huge numbers of customers who have left the organization without voicing their dissatisfaction.

According to Andreasen (1985), 60% to 70% of unsatisfied customers go for no action that is customers do not voice their dissatisfaction. Up to ten percent of only customers go for voicing their dissatisfaction. He further mentioned that organizations that want to have recovery by responding to the customers' complaints are missing about one-third of their target market. Service organizations should provide training to the service employees frequently to make them more customers friendly for getting complaints in the area of dissatisfaction and appropriately responding to the voice of the customers (Nimako & Mensah, 2014). According to Plymire (1991), "Encouragement of complaints as the route to greater contact between buyers and sellers and hence increased sales opportunities." Gronhang (1977) "the propensity to the complaint and the outcome of complaining are not equally distributed among peoples, but rather demonstrate the Pygmalion effect". Plymire (1991) found that the dissatisfaction and propensity to complain correlation coefficient was very low and concluded that there is a very low chance to complain the unsatisfied customers; his study was based on a wide variety of products.

However, some researchers have proposed that a consumer complaint should be taken as the main indicator of service failure but it is rare to get complaints from all customers. Most of them may go for negative word of mouth and exit the service. Because of its importance, many tourism organizations encourage their customers to complain about the mismatch in service delivery (Ennew & Schoefer, 2003). Their findings proved that effective service recovery increases the level of satisfaction which leads to positive word of mouth; repurchase intention and loyalty as a whole. Furthermore, they have explained that apologies appropriate compensation and the right explanation of the situation behind the service failure play a positive role in customer satisfaction. On the contrary, the conflicting opinions about organizational policies on the service recovery may downfall the customer's satisfaction.

Not complaining but dissatisfied customers are the concern of the management of the service firm (Stephens & Gwinner, 1998). The company should understand those customers who do not voice the complaint to the firm. They have proposed a model naming a cognitive–emotion process model of consumer complaint behavior with the empirical study with above 60 years women with an in-depth interview. This study also did not prescribe the model that they approached at the beginning. They only suggested three coping strategies problem-focused, emotion-focused, and avoidance as the key propositions. An empirical study by Blodgett, Hill, and Tax, (1997) has suggested how negative word of mouth can be re-patronized to the firm after satisfactorily handling the voice. In this study, customers were allowed to exchange the product in a retail store with a certain level of discounts and found a positive result in the re-patronizing of the organization in the customers' minds. An attitude of complaining has a direct effect on the complaint

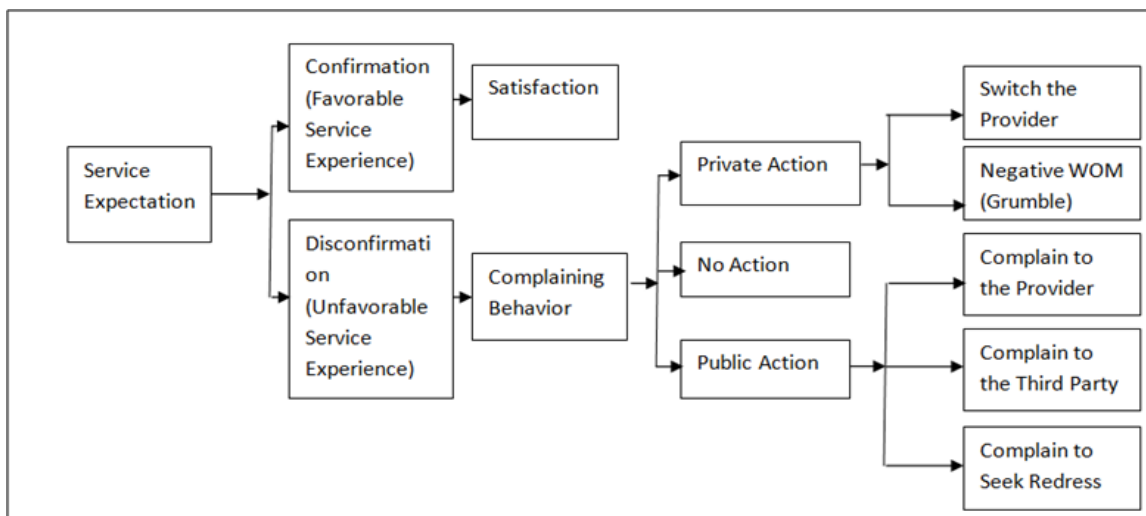
towards the organization unlike that product importance indirectly affects complaints (Blodgett & Granbois, 1992).

According to Blodgett, Wakefield, and Barnes, (1995) a customer who seeks redress is perceived as likely hood of getting satisfied with the service providers, and those consumers who may exit can retain the company if get appropriate redress. The service provider should communicate about the service guarantee to the service receivers to ensure getting redress. Their next important finding is dissatisfied customers who do not believe in remedy or do not have positive attitudes toward complaining are expected to pre-redress negative word-of-mouth behavior. The reluctant customers are more likely to demonstrate their dissatisfaction to others too. Complaints handling policies of the organization have long-term benefits, goodwill, and positive word of mouth.

Singh (1988) proposes a model when dissatisfaction occurs as voice responses, private responses, and third-party responses. The customers who voice responses are seeking redress from the seller such customers should be viewed positively and encouraged to vent their matter of dissatisfaction. Those who go for the private responses or go for negative word-of-mouth communication should be targeted for expressing their matter of dissatisfaction. If they will be properly identified and vent their dissatisfaction can be turned into loyal customers too. When some customers think as cheated by the company on the promise of satisfaction may go for third-party responses or go for legal treatment like police, local authorities, or any other party that can help legally to assure the stipulated service. Tornvoll, (2012) and Oliver (2018) have proposed three categories of complaining behaviors the customer unfavorable service experience, no complaining response, communication complaining responses, and action complaining responses. Customer feedback and complaints are important for the quality enhancement of a service firm. From analyzing the different customer complaint models this study has synthesized a customer complaint model in figure 1 below.

Figure: 1

Customer Complaint Model



Note. Adopted from Wirtz, Lovelock and Chatterjee, (2018, P525); Day and Landon, (1977), Zeithaml, Bitner and Gremler, (2017, P183) and Singh, (1988)

Reviews of literature reveal that there are few numbers of works of literature about the tourism industry of Nepal among them being limited to socio-economical aspects only. Marketing, particularly service qualities related are very scanty. However, in the cases of other countries, such studies are very common; this is an attempt to fulfill the gap in such studies in the Nepalese context.

Materials and Methods

A qualitative approach has been adopted in this study. The in-depth interview data are the main primary sources of data for the study. Different academicians found using the qualitative method to analyze the interview data many social studies especially tourism and consumer behavior related studies have been carried out with a qualitative approach (Chan et al., 2016; Li, 2010; Ramphal, 2016; Voorhees et al., 2006; Tornvoll, 2012). According to Granot, Brasheal, and Motta, (2012) qualitative interviews are appropriate for a deeper understanding of the subject matter.

Eleven interviews had been conducted in January 2019 around the tourist places of Pokhara. Six interviews with the visitors had been taken in November and December 2021. In the previous interview, the required number of responses from visitors had been missing. The lateral attempt has made more appropriate representations of tourist views about their expectation disconfirmation from the tourism services of Nepal. Charmaz, (2008) has suggested that interviewing in the grounded theory approach should be targeted to maximize the happening incidents and events.

The philosophical paradigm of qualitative research demands the exploration of the situation and factors (Marshall & Rossman, 1999; Creswell, 2003). The in-depth interview with individuals who are working or have been directly involved in the tourism and hospitality business for a long period are the key informants who definitely helped to explore the situation and provide a guideline to enter into a deeper understanding of the study. The information received from the visitors definitely is helpful for cross verification and understanding. Entrepreneurs of the tourism and hospitality business who had at least two-decades-long experience have been selected as the sample of the interviewee. A purposive sampling method has been adopted to select the sample as having at least 20 years of involvement in the Nepalese tourism industry, worked as an active executive member in professional associations like hotel associations, trekking associations, and are willing to share their views with the researcher on the basis of the list provided by the tourism office Pokhara. In a behavioral study, it was understood that the philosophical assumptions as multiple realities and subjective evaluation of the phenomena. Subjectivity may exist in the understanding of the activities of the respondents (Marshall & Rossman, 1999). The researcher has given due attention to minimizing the subjectivity while conducting the interview, coding, and interpreting the interview data.

Manual narrative content analysis is the main framework for analyzing the interview transcripts. Manual content analysis is a way of identifying the pattern, concepts, themes, and words of the respondent's responses on the specific mentioned topic about their deeper understanding of the subject matter (Sekaran & Bougie, 2016). Qualitative data are coded on the basis of themes and topics which are theoretically potential rather than concluding justification and verification of the theory, interview coding is the heuristic

device of wanting, feeling, revealing, and defining the textual information by keeping self-disintegrated (Charmaz, 2008). There were different labels of words, phrases, and sentences made to identify the theme of the interviews. Like the common service failure, type of complaint is a number of codes and categories were made to separate and combine similar views of the interview. There were many codes that later got merged on the basis of the similarities of the theme. The later merged themes were categorized as the sub-topic of the result and discussion section. Granot, Brashear, and Motta (2012) have prescribed that ‘when participants’ comments are placed into the report that signifies the validity and internal consistency of the data. However, Sekaran and Bougie (2016) mentioned that reliability in qualitative data depends on the identified themes and categories of the study and the detailed report of the study justifies the validity of the study while triangulation is for ensuring reliability and validity of the research.

Results and Discussion

In tourism services, service failure is inevitable; the chances of not meeting the stipulated service are common but if the service provider can appropriately handle it may help to precisely deliver the expected service of the visitor which may be the service providers’ side of the activities to justify the service quality that is precisely meet the expectations of the clients. Considering the objective and interpreting the responses the result has been categorized into four categories by representation themes and the general practice. Discussion of the study has been based on the available previous studies and the theoretical foundation linked with the heuristic understanding of the responses.

Hospitality and Catering Services

Tourism entrepreneurs also claim that they have all facilities which are offered in any part of the world in their hospitality companies (R3 and 5). Compensations have been regularly made to the guest if there are any deviations from the promise. At the same time, R 6 accepts that they are weak in the overall service quality that is needed to upgrade in a competitive market situation. He confesses that it is not enough for this competing world service quality, they must think about upgrading it to make global standard as per the changed situation with the customers’ expectations. On the other hand, G10 shares her view that tourism entrepreneurs of Nepal must pay attention to food and hygiene rather than the accommodation side. She sides with an example of the kitchen which has backward linkage too. To get a lump of quality meat in his kitchen he must assure about the animal's health, slaughtering place in his kitchen. R3 supports the idea of G10 as one should not only limit the restaurants’ cleanliness but also has to back to the butcher. His concern was with the condition of drinking water also a matter of the restaurants’ service quality. As Zeithamal, Berry, and Parasuraman, (1996) and Oliver, (2018) confined that expectations determine the service quality.

The service employees should be informed accordingly as to the nature and nationality of the visitors. Prompt response to the customer demand also matters to the service quality of a restaurant. G1, 6, and 8 are pointing out the performance of slow restaurant services of the Nepali restaurant. They are time taking to serve a regular menu too. By enhancing the knowledge, skills, and attitude of the service provider, properly handle the complaints and take them as feedback assets of the business (Wirtz, Lovelock, & Chatterjee, 2018).

Regular meetings and training about the importance of customer complaints and ways of handling the complaints can add value to the service receivers. R5 shares his practice of updating the service framework as per the previous experiences each year, he further claims that they have benchmarks for these customer-related activities. Providing training to all service employees about food and hygiene and addressing the customer has become the fundamental work in the tourism business these days. It the importance to complain and deal with it but if companies do not provide such orientation and training to their service employees, may vandalize the service system of the company (Blodgett et al., 1995; McCullough et al., 2000; Tornvoll, 2012).

R3 sides an example of the immediate past at his hotel experience about the service and associated complaints of his guest. Justifying the findings of Nimako and Mensah, (2014) as Positively accepting of complaints from the service providers and giving high attention to customers' voices signify the understanding and motivation for quality enhancement but many customers do not complain only a few redress seeking ones only express their dissatisfaction. Like G2, 3, 7, and 9 suggested that regular meetings about visitors' complaints and handling must communicate such information properly. As Nimako and Mensah (2014) confessed training the service employees can help in identifying and appropriately handling the customers' complaints that R1,3,4 and 5 have reward and punishment systems for the service employees. Day and Landon (1977) only ten percent of the dissatisfied customers go for complaining. Some guests complain only about getting redress from service providers. Singh (1988) has recommended that redress-seeking customers can be shortly converted into satisfied ones. All service provider respondents have accepted as not being able to retain the experienced and qualified service employees to properly handle the hospitality and catering services in Nepal. As Oliver (2018) suggested that satisfied customers can be achieved only from satisfied service providers.

Natural Environment and Trekking Services

R1 sides the example of trekking in the Himalayan range, the visitor gets affected with high altitude the trekking guide appropriately handled the case and the client became happy. He is still in touch with him frequently. He is sure the client is happy to share his bad experience and good service quality in an adverse situation. Like that there are other such incidents with him about the good as well as a bad impression with the client. Appropriate complaints handling and prompt and effective service recovery may be the positive ways for positive customer response. Customers always react positively to the appropriate and timely response to a service failure (Ennew & Schoefer, 2003).

G4 and 6 also pointed out some activities like properly managing the rabis from a city as well as its' surrounding and there must be some signs and signals that where is it and which is the way to go to the particular street or place. G 1, 9, and 10 furthermore complain to the service providers and government that, rivers, lakes, mountains, jungle, and such other natural beauties and animals are in a dangerous situation in the name of infrastructural development and tourism development which has ultimately adverse effect not only tourism but also entire human life because global warming and climate change is taking place. They further suggest it is essential for every government to think about such issues and

take necessary actions in time. Partnership for some activities with other countries would be possible for mutual benefits. Like that entrepreneurs have also accepted that to address the world's issues while focusing on different tourism activities in this virgin land. This is the digital age one can go on the website of the service provider and write about the service provider which may jeopardize his company. There are very rare cases of tourist fraud in Nepal in recent days. Some of the guest respondents feel uncomfortable about the existing system of getting permission in the protected areas like the Annapurna conservation area. Prayal et al. (2017) urge that understanding visitors' emotions are important to get a satisfied loyal visitor.

Visa and Administrative Services

The next is the behaviors of the people who work at customs and immigration points. The guests are complaining as they are not tourist-friendly. There is mismatching in the expectations and service performance. Tourists are not getting adequate and appropriate information from the personalities working over there. Tyagi et al.(2016) research of Uttarakhand, India supports that administrative friendliness positively influences the visitor's destination-related service quality. G1 and 6 also support such problems and share their experience of immigration in the airport which was time-consuming and inefficient. They were not getting the required information from the personalities working over there. Their experience at the Kathmandu airport was full of hassles while these works could be done very easily and quickly from a single counter in other destinations. As Stephen and Gwinner (1998) have pointed out service communication is important to make customers satisfied. Proper explanation of the service situation can help to make a positive understanding of the service.

Travel and Connectivity Services

R6 confessed that travel and connectivity-related complaints always remain unsolved because of the poor infrastructures like road and aviation and connectivity. Both service providers and visitors are found taking concerned about the rapid increment in pollution because of the poor road condition and the huge number of old vehicles. R4 and 5. G2, 3, and 6 have also taken concern about poor driving, overcharging, and overtaking while driving on the way. The complaints most of the guests were about Nepalese aviation qualities like punctuality, proper baggage management, and proving confidentiality to the travelers which are the backbone of tourism are not experienced as expected. Such complaints are remaining unsolved by the Nepalese tourism service providers. As Yuksel et al., (2010) some complaints are only for complaints no one can handle their complaints properly.

G1, 7, 9, and 10 have recommended to the government of government Nepal regulate the punctuality of bus services and meter-based taxi services for the betterment of the local transport system. Proper communication between client and service provider also plays a role in satisfaction or dissatisfaction with the heterogeneous service situation (Ennew & Schoefer, 2003) as G6 suggests to the interviewer. Proper communication about the problem of the service failure may be a matter of precisely understanding the visitor on the other hand inappropriate communication may lead the visitors to think about cheating and malpractice to them.

Most of the visitors were found unhappy with the discriminating price of the local transport and other charges and entry fees. Many guests had complained many times about such discriminating pricing system of airlines in Nepal. Some of the visitors vent their dissatisfaction about overcharging of the services with respect to other competing destinations. G2 shares his bitter experience about not having proper guidance from the service provider. He had twisted as being a white person for the first time. It was a big offense to him. When anyone came with him felt like being twisted (meandering) at the destination. Service providers must properly handle such cases that can jeopardize by negative word of mouth (grumble) by the visitors (Nimako & Mensah, 2014). Service providers should always think about the appropriate environments to vent the matter of dissatisfaction with their offer to the guest.

Conclusion and Recommendation

There are many contradicting views on the Nepalese tourism service quality. Service providers themselves have big perceptual differences in the service quality of the tourism services. Primarily these service providers have paid little effort to understand the visitor's expectations rather they are insisting on their own understanding of service quality and are not very much interested in listening to the customers. Quality cannot be acquired in isolation; it requires a wholesome understanding and delivery according to the visitors. Firstly, quality food has both forward and backward linkages. Quality only can be ensured if from the primary source of the food. Secondly, tourism service providers of Nepal are not able to hold experienced employees in the industry. It is being only a training center to get experience not a matter of professional carrier in the domestic market. Thirdly raising questions about destination cleanliness is the main reason for not maintaining the quality of the destination. Fourthly, felt problems with getting visa and administrative services by the visitors supports the lacking the quality of administrative work. Finally, discomfort travel because of poor infrastructure and connectivity on traveling to Nepal proved that there is ample space to do for the tourism quality enhancement.

Visitors are willing to share their matters of dissatisfaction with the service providers but they are not getting the appropriate context to express their matters of dissatisfaction. Long-distance travelers are primarily treated as visitors and provided an environment for venting their uncomfortable. By nature, these visitors do not go to complain though they are not getting expected services from the service providers. Tourism entrepreneurs must think to create an appropriate environment to express the matter of discomfort. Among the neighboring national visitors, Indians are willing to evoke the matter of discomfort but these groups of visitors are labeled as complaining about getting redress. Service providers should not always blame them negatively and their voices should be listening for corrective actions. Communication problem is prevailing with the Chinese visitors. They come to a very limited encounter with the service providers and there is a minimum chance of listening to them the service providers. Here is the problem of getting visitors' feedback. Service providers are not providing appropriate context to provide feedback to the visitors. A standardized message may not be appropriate to get feedback from all kinds of visitors. At the same time, many visitors may not feel comfortable with a direct response of dissatisfaction. To understand the discomfort of the visitors, the cultural background and language of the visitor also should not be forgotten.

Though it is an interview-based study, it has academic as well as managerial significance. This study can contribute with some shreds of evidence of service quality and customer complaining behavior, especially tourism services from a least developed country's perspective. Tourism sector service providers from the private and public sectors can also be benefited from the pieces of evidence from the study. This study will also help to realize the individuals associated with the Nepalese tourism industry that visitors' perspectives are not being considered to rendering the services. Like that the policymakers of the tourism industry can get benefit from the vivid service situation of the industry. Since it is a limited interview-based study there is a need to go for a detailed quantitative study for the generalization of the findings in the near future.

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