

Unlocking Customer Satisfaction: A Descriptive Analysis of Service Marketing in Eastern Nepal's Tourism Sector

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Article Info.	Abstract
<p>Corresponding Author Janga Bahadur Thapa</p> <p>Email samppsamir@gmail.com</p> <p>Article History Received: 22 Aug. 2024 First Revised: 02 Sept. 2024 Second Revised: 26 Sept. 2024 Accepted: 04 Oct. 2024</p> <p>Cite Thapa, J. B. (2024). Unlocking customer satisfaction: A descriptive analysis of service marketing in eastern Nepal's tourism sector. <i>Rabi Sangyan</i>, 1(1), 71–81.</p>	<p>This study provides a comprehensive descriptive analysis of service marketing and customer satisfaction within the tourism sector of Eastern Nepal. Utilizing a sample of 185 respondents, the research employed a structured questionnaire to gather data on key dimensions such as service quality, price competitiveness, convenience of locations, cultural experiences, brand image, and overall customer satisfaction. The results reveal that tourists generally perceive high levels of service quality, particularly regarding responsiveness and efficient service delivery, with mean scores indicating positive experiences across various metrics. Price competitiveness was rated favorably, suggesting that respondents find Nepal's tourism offerings provide good value for money. Accessibility of major attractions and the quality of cultural experiences were highlighted as significant contributors to overall satisfaction. Notably, respondents expressed strong intentions to revisit and recommend Nepal as a tourist destination, emphasizing the effectiveness of current marketing strategies and the cultural richness of the region. The study underscores the importance of ongoing collaboration between government and local businesses to enhance service delivery and address challenges in the tourism industry, ultimately positioning Eastern Nepal as a premier destination for global travelers. These insights are essential for developing targeted strategies that further promote sustainable growth in the region's tourism sector.</p> <p>Keywords: service quality, customer satisfaction, tourism sector, descriptive, marketing strategies</p>

Introduction

Nepal is endowed with a rich tapestry of natural resources and cultural attractions, ranging from the majestic heights of the Himalayas to the lush Terai plains. This diverse environment, coupled with an unparalleled cultural heritage, positions Nepal as a unique destination for exploration and authentic experiences. The country offers a blend of ancient civilizations set against some of the world's most breathtaking landscapes, making it an ideal locale for travelers seeking both adventure and cultural enrichment (Gamble et al., 2011).

The tourism industry in Nepal began to take shape in 1951, when the country opened its doors to international visitors following the end of the Rana regime, which had kept Nepal isolated from the outside world for over a century. The first organized group of tourists arrived in March 1955, marking the beginning of commercial tourism in Nepal (Bhandari, 2022). The government's commitment to developing this sector was further demonstrated with the publication of the first Tourism Master Plan in 1972 and subsequent policies aimed at



prioritizing tourism as a key industry (Kumar Batala et al., 2019).

Nepal's diverse geography allows for a wide array of activities that attract tourists from around the globe. The country is particularly renowned for trekking, mountaineering, and rafting, with notable attractions including Mount Everest and various national parks that are home to unique wildlife such as the Asiatic rhinoceros and Royal Bengal tiger (Acharya, 2023). In recent years, tourism numbers have surged; from approximately 380,000 visitors in 2006 to nearly 800,000 by 2013. The Nepal Tourism Board has set ambitious targets to increase annual international tourist arrivals to two million by 2020 (Boroni et al., 2000).

The cultural richness of Nepal is another significant draw for tourists. With a multitude of ethnic groups and traditions, the hospitality and customs of the Nepalese people enhance the appeal of visiting this Himalayan nation. Tourism is not only vital for economic growth but also serves as a major source of foreign exchange revenue (Kunwar et al., 2022).

Despite facing challenges such as political instability and natural disasters like the 2015 earthquake, which severely impacted tourist arrivals, Nepal's tourism sector has shown resilience. The COVID-19 pandemic brought unprecedented disruptions; however, recovery efforts are underway as stakeholders aim to revitalize this crucial industry (Kunwar et al., 2021).

Eastern Nepal, characterized by its diverse geography and rich cultural heritage, has emerged as a significant player in the country's tourism sector. From the majestic peaks of the Himalayas to the lush Terai plains, this region offers a unique blend of natural beauty and cultural experiences that attract both domestic and international tourists. The region is home to popular destinations such as Ilam, known for its tea gardens, and the Kanchenjunga region, which attracts trekkers and adventure enthusiasts. The government recognized tourism's potential as a key economic driver and established

initiatives to promote this sector through agencies like the Nepal Tourism Board (NTB) and local tourism development committees.

The historical context of tourism in Eastern Nepal began to gain traction in the late 20th century, paralleling national trends. Initial tourist arrivals were modest, but as infrastructure improved and awareness of Eastern Nepal's attractions grew, visitor numbers increased significantly. The government has established initiatives to promote this sector through agencies like the Nepal Tourism Board (NTB) and local tourism development committees, reflecting its commitment to fostering sustainable tourism.

As the marketing landscape evolves, Eastern Nepal must consider unique characteristics of service marketing. According to Gamble and (Gamble et al., 2011), marketing has evolved from a focus on goods to encompass services and experiences. Kotler (2011) defined marketing as a social and managerial process through which individuals obtain what they need by creating, offering, and exchanging products of value. In Eastern Nepal, effective marketing strategies must account for the region's unique cultural and environmental attributes.

Service marketing in Eastern Nepal differs significantly from traditional product marketing due to several inherent characteristics: intangibility, inseparability, heterogeneity, and perishability (Hoffman, 2017). These characteristics necessitate tailored marketing strategies that focus on building trust and managing customer expectations (Blut et al., 2022).

Service quality is crucial for customer satisfaction and loyalty in Eastern Nepal's tourism sector. Research indicates a positive correlation between perceived service quality and customer satisfaction (Spreng & Mackoy, 1996). In regions like Ilam or Taplejung, where personal interactions are vital for service delivery, maintaining high service quality is essential for fostering repeat visits and positive word-of-mouth referrals.

Despite its potential for growth, Eastern Nepal's tourism sector faces several challenges, including infrastructure development, political instability, natural disasters, and the ongoing impacts of the COVID-19 pandemic. To revitalize its tourism industry post-COVID-19, Eastern Nepal must adopt innovative marketing strategies, leverage digital platforms, and enhance infrastructure development to improve overall tourist experiences. As stakeholders continue to navigate these complexities, the future of tourism in Eastern Nepal remains promising, contingent upon effective strategies that emphasize sustainability and cultural preservation.

Research Objective

The objective of the research is to descriptively analyze the service marketing and customer satisfaction in the tourism sector of eastern Nepal.

Methodology

Research Design and Plan

The research design serves as a comprehensive plan detailing the methods and procedures for data collection and analysis. In this context, we employed descriptive research methodologies tailored to the tourism sector in Eastern Nepal. Explanatory research aims to elucidate specific aspects of the study, helping to explain phenomena related to customer satisfaction and loyalty in tourism.

This study utilized both primary and secondary data. Primary data was gathered through a structured questionnaire distributed to respondents, ensuring that all research objectives were addressed. Secondary data was sourced from existing literature and previous research to validate our research.

The findings are based on data collected from a sample of respondents, and the descriptive nature of this study allows for a thorough examination of characteristics, trends, and categories within the tourism sector. The data collection relied on a well-structured questionnaire designed specifically for this research.

The primary objective of this study is to explore factors influencing customer satisfaction

and loyalty in the Nepalese tourism industry, such as service quality, price competitiveness, convenient location, cultural appeal, and brand image. This research aims to develop effective marketing strategies to promote tourism in Nepal, emphasizing the sector's significance in attracting more visitors.

Study Area

This study focuses on analyzing service marketing strategies within the tourism sector of Eastern Nepal. The target population includes both international and domestic tourists visiting Nepal, specifically within popular tourist hubs like Antu Dada, Pathibhara, Illam, Phidim, Kirat Museum. This geographic focus was selected due to the high volume of tourist activity in these areas, making it a cost-effective and resource-efficient choice for data collection. A sample size of 185 tourists was targeted, with the survey conducted over a 25-day period primarily within the eastern Nepal.

Population and Sample Size

The research population consists of individual travelers who have visited Nepal as tourists. Given the vastness of the potential population, a representative sample was necessary. To ensure statistical significance, the sample was carefully selected from diverse tourist locations in Eastern Nepal, reflecting different demographics and experiences. This approach allows for generalizations about customer preferences and behaviors based on the collected data.

Data Collection Procedure

Data collection involved a thorough literature review and the development of a comprehensive questionnaire addressing key aspects of service marketing in Eastern Nepal's tourism sector. This study employs both qualitative and quantitative methods. Quantitative research facilitates the quantification of attitudes and behaviors, while qualitative research provides deeper insights into motivations and opinions, thereby enhancing the overall understanding of the tourism landscape.

Methods of Data Collection

Primary Data

Primary data, collected directly for the research, was obtained primarily through a self-administered survey. The survey included both open and closed-ended questions. Additionally, direct personal interviews with tourists offered valuable insights into their experiences and perceptions. This method is particularly effective for collecting nuanced data from participants in a face-to-face setting.

Secondary Data

Secondary data was sourced from various platforms, including the internet, academic articles, and publications from the Nepal Tourism Board and relevant government departments. This existing data was crucial for contextualizing the research and providing a backdrop against which primary findings could be analyzed.

Nature and Source of Data

The study's foundational components, including background information and problem identification, relied heavily on secondary data sources such as reports, journal articles, and internet research. Primary data was specifically collected through structured questionnaires targeting both international and domestic tourists, ensuring reliability and validity in addressing the research objectives.

Instrumentation

The research utilized both primary and secondary data collection methods. Primary data was collected through direct interviews with tourists, as well as through structured questionnaires. The questionnaire comprised three sections: demographic information, independent variables, and dependent variables measured using a Likert scale. In total, the questionnaire included 34 structured questions designed to elicit detailed responses from participants regarding their tourism experiences.

Administration of the Instruments

The questionnaires were distributed directly to respondents, both in person and online, with

an estimated completion time of 8-10 minutes. Clear and accessible language was used to facilitate understanding, and the study's purpose was communicated to respondents to enhance participation and accuracy. The questionnaire was designed in two parts: one for demographic information, which aids in profiling respondents, and another for assessing various independent and dependent variables relevant to the research.

Data Analysis and Interpretation

The purpose of this chapter is to analyze and interpret the data collected during the study, presenting the results from the questionnaire survey. The main objective of this research is achieved through the analysis of data, testing the hypotheses to determine the significance of the stated relationships. The data collected will be analyzed according to the predefined analysis plan to meet the objectives of this study. The results are based on responses from a sample of 185 individual travelers who visited Nepal as tourists. Analysis was conducted using IBM SPSS Statistics Software and MS Excel to generate tables and figures illustrating the findings. The analysis employs descriptive statistics, inferential statistics, hypothesis testing, and discussion.

This section is divided into four parts: the first part outlines the respondents' profile; the second part presents a descriptive analysis of the collected data; the third part focuses on inferential statistics, including correlation and regression analysis of dependent, independent, and moderating variables; and the final part discusses the results obtained from the analysis.

Respondents' Profile

This section provides insights into the demographic characteristics of the respondents. The profile includes gender, age, marital status, and travel history to Nepal. A total of 185 respondents participated in the questionnaire survey.

Gender of Respondents

Gender is a crucial factor in understanding variables. Respondents were categorized into three groups: male, female, and prefer not to say.

Table 1*Distribution of Respondents by Gender*

Gender	Frequency	Percent
Female	90	48.6
Male	92	49.7
Prefer not to say	3	1.6
Total	185	100

This table illustrates that the gender distribution among participants is nearly balanced, with 48.6% identifying as female and 49.7% as male. A small percentage (1.6%) preferred not to

disclose their gender. This information provides context for gender representation in the surveyed population, relevant for the analysis and findings of this research.

Table 2*Age Group Distribution of Respondents*

Age (in years)	Frequency	Percent
18-25	26	14.1
26-35	82	44.4
36-45	55	29.7
46-55	18	9.7
56 and above	4	2.2
Total	185	100

This table provides a demographic breakdown of the age distribution among survey participants. The largest segment falls within the 26-35 age group, comprising 44.4% of respondents, followed by the 36-45 age group at 29.7%. The younger

demographic (18-25) accounts for 14.1%, while the older groups (46-55 and 56 and above) represent 9.7% and 2.2%, respectively. Understanding this age distribution is vital for interpreting respondents' preferences and behaviors related to tourism.

Table 3*Marital Status of Respondents*

Marital Status	Frequency	Percent
Married	108	58.4
Prefer not to say	5	2.7
Unmarried	72	38.9
Total	185	100

This table summarizes the marital status distribution among respondents. A majority are married (58.4%), with 38.9% identifying as unmarried and 2.7% preferring not to disclose

their status. This diversity in marital status provides insights into potential influences on travel preferences and behaviors.

Table 4

Respondents' Personal Experience with Traveling to Nepal

Have you visited?	Frequency	Percent
Yes	185	100.0

This table indicates that all participants (100%) have traveled to Nepal, confirming the relevance of their experiences to the study's focus. This uniformity in travel experience strengthens the reliability of the data collected for analysis.

This chapter sets the stage for deeper analysis and discussions of the collected data, providing a solid foundation for understanding the characteristics of respondents and their potential influence on the research outcomes.

Descriptive Statistics

This section presents a descriptive analysis of the data collected through questionnaires during the research process. Descriptive analysis quantitatively summarizes the key features of the data, focusing on the sample rather than making inferences about the broader population. This analysis includes statistical measures such as mean, standard deviation, and minimum and maximum values.

Table 5

Service Quality Assessment for Nepal Visits

Service Quality	Mean	Std. Deviation
Pre-trip information (online or in brochures) was valuable.	3.49	0.821
Booking accommodations, transport, and tours was seamless.	3.65	0.696
Response time to inquiries from tourism was satisfactory.	3.82	0.613
Staff were responsive and helpful during your trip.	3.63	0.742
Service delivery in Nepal was efficient and effective.	3.82	0.613

Among the service quality metrics assessed, the highest mean scores were recorded for "Response time to inquiries from tourism was satisfactory" and "Service delivery in Nepal was efficient and effective," both scoring 3.82. This

indicates that respondents rated their experience of service responsiveness positively, aligning closely with "4 - Agree" on the 5-point Likert scale. The results suggest a favorable perception of service quality in Nepal's tourism sector.

Table 6

Price Competitiveness Assessment for Nepal Visits

Price Competitiveness	Mean	Std. Deviation
Nepal's tourism costs are reasonably priced and affordable.	3.91	0.482
Prices by Nepalese tourism are competitive with similar destinations.	3.73	0.661
Nepal offers good value for money in its tourism services.	3.94	0.562
Nepal's tourism pricing is transparent without hidden fees.	3.37	0.742
Prices match the quality of service in Nepal's tourism.	3.75	0.603

The price competitiveness assessment reveals that respondents generally view Nepal's tourism costs as reasonable (mean rating of 3.91) and competitive compared to similar destinations (mean rating of 3.73). Additionally, Nepal is perceived

to offer good value for money (mean rating of 3.94). However, there is a notable opportunity for improvement in pricing transparency, with a mean rating of 3.37.

Table 7*Convenient Location Assessment for Nepal Visits*

Convenient Location	Mean	Std. Deviation
Nepal's major attractions are easily accessible.	3.47	0.705
Nepal's transportation infrastructure aids tourist travel.	3.67	0.712
Accommodation locations in Nepal are convenient to attractions.	3.83	0.572
Convenient Nepal attractions enhanced my travel experience.	3.92	0.500
Nepal's transportation options eased regional exploration.	3.32	0.667

The assessment of convenient locations indicates that respondents find major attractions in Nepal to be reasonably accessible (mean rating of 3.47) and that the transportation infrastructure supports tourist travel (mean rating of 3.67). Notably, accommodations are perceived as

conveniently located near attractions (mean rating of 3.83), and the convenience of attractions significantly enhanced their travel experience (mean rating of 3.92). However, there is potential for improvement regarding transportation options for regional exploration (mean rating of 3.32).

Table 8*Cultural Experience Assessment for Nepal Visits*

Cultural Experience	Mean	Std. Deviation
Nepal's cultural experiences offer insight into local life.	4.04	0.413
Diverse cultural activities enhance Nepal's tourism.	4.02	0.460
Cultural performances in Nepal are authentic and representative.	3.90	0.596
Cultural immersion boosted my view of Nepal as a destination.	3.73	0.697
Cultural experiences enriched my understanding of Nepal's heritage.	4.07	0.460

The cultural experience assessment highlights the high value respondents place on cultural experiences in Nepal, with mean ratings of 4.04 for insights into local life and 4.02 for the enhancement of tourism through diverse cultural activities. Cultural performances were seen as authentic

(mean rating of 3.90), and immersion experiences positively influenced perceptions of Nepal as a destination (mean rating of 3.73). These findings underscore the importance of cultural richness in enhancing the overall tourist experience.

Table 9*Brand Image Assessment for Nepal Visits*

Brand Image	Mean	Std. Deviation
Nepal's tourism brand is memorable and distinct.	4.02	0.421
Nepal's brand image attracts tourists.	4.06	0.472
Branding fosters trust in Nepal's tourism.	4.03	0.495
Nepal's brand aligns with your experiences.	4.12	0.709
Brand values match Nepal's services.	3.98	0.510

The brand image assessment indicates a positive perception of Nepal's tourism brand. Respondents found the brand memorable (mean

rating of 4.02) and effective in attracting tourists (mean rating of 4.06). Trust in Nepal's tourism is reinforced by branding efforts (mean rating

of 4.03), and the brand aligns well with their experiences (mean rating of 4.12). Overall, these

results suggest that Nepal's branding successfully conveys a compelling image to potential visitors.

Table 10

Customer Satisfaction Assessment for Nepal Visits

Customer Satisfaction	Mean	Std. Deviation
Nepal's visit was fulfilling and enjoyable.	4.14	0.491
Nepal's tourism met my expectations.	4.09	0.622
I'd revisit Nepal as a tourist.	4.50	0.647
I'd recommend Nepal to others.	4.53	0.529
I'm satisfied with Nepal's tourism services.	4.39	0.717

The customer satisfaction assessment reflects exceptionally high levels of satisfaction among respondents. They rated their visit as fulfilling and enjoyable (mean rating of 4.14) and indicated that Nepal's tourism met their expectations (mean rating of 4.09). Notably, the intention to revisit Nepal as a tourist (mean rating of 4.50) and to recommend it to others (mean rating of 4.53) were both very high. Additionally, overall satisfaction with tourism services was rated at 4.39, underscoring the positive experiences that tourists had in Nepal's tourism sector.

Results and Discussion

The findings from the descriptive analysis of Nepal's tourism sector reveal several key insights regarding service quality, pricing competitiveness, accessibility, cultural experiences, branding, and overall tourist satisfaction.

Firstly, in terms of service quality, the study indicates that pre-trip information is rated relatively low at 3.49, suggesting a need for improvement in this area. Conversely, aspects such as booking accommodations and response time to inquiries received higher ratings of 3.65 and 3.82, respectively, indicating that these elements are perceived positively by tourists.

Secondly, the analysis highlights that price competitiveness is strength for Nepal's tourism industry, with ratings of 3.91 for reasonable pricing and 3.94 for offering good value for money. However, there is room for improvement in pricing transparency, which received a lower rating of 3.37.

Accessibility also plays a crucial role in the overall experience; major attractions are reasonably accessible (rated at 3.47), and transportation infrastructure aids travel (rated at 3.67). However, options for regional exploration were rated lower at 3.32, indicating potential areas for development.

Cultural experiences are highly valued by tourists, with ratings of 4.04 for being insightful and 4.02 for enhancing the overall tourism experience. Nevertheless, there is still room for improvement in the authenticity of cultural performances (rated at 3.90) and their influence on perceptions of Nepal as a destination (rated at 3.73).

Moreover, Nepal's tourism brand is perceived positively, with ratings indicating that it is memorable (4.02) and distinct (4.06). However, there remains a need to better align brand values with services, which received a rating of 3.98.

Finally, tourists express high levels of satisfaction with their visits to Nepal, finding them fulfilling (4.14) and enjoyable (4.09), with strong intentions to revisit (4.50) and recommend Nepal to others (4.53). Nonetheless, satisfaction with tourism services could be slightly improved (rated at 4.39).

Overall, these findings suggest that while Nepal's tourism sector has several strengths—particularly in pricing competitiveness and cultural experiences—there are critical areas such as service quality and regional exploration options that require attention to enhance the overall tourist experience and foster economic empowerment

through tourism development. Bhagat et al. (2021) highlighted E-governance for systematic development. As noted by Mishra et al. (2021) states banking profitability could be enhanced through tourism business as Mishra and Aithal (2021a & b) argued need of generating national business for maintain budget gap. Chaudhary and Mishra (2021), Mishra (2019) and Mishra and Shrestha (2019) effective marketing strategies can optimize tourist satisfaction and drive economic benefits, thereby reinforcing the vital link between tourism and economic empowerment in Nepal through agro tourism. The findings from the descriptive analysis of the survey data provide significant insights into the perceptions and experiences of tourists visiting Eastern Nepal. With a sample size of 185 respondents, the research highlights several key areas that contribute to the overall appeal and effectiveness of Nepal's tourism sector.

Service Quality

The assessment of service quality reveals that tourists generally perceive the services provided by the Nepalese tourism sector as satisfactory. The high mean scores for "Response time to inquiries" and "Service delivery" suggest that tourism operators are effectively meeting the expectations of their clients. This positive feedback is crucial, as efficient service and responsive communication are fundamental in enhancing customer satisfaction and fostering a sense of trust in the tourism experience.

Price Competitiveness

Price competitiveness emerged as another critical factor influencing tourists' perceptions. The data indicates that respondents consider Nepal's tourism costs to be reasonably priced and competitive compared to other destinations. This perception of value for money, particularly in a region where budget considerations often play a significant role in travel decisions, is essential for attracting and retaining visitors. However, the lower rating for pricing transparency indicates an area that could be improved, as clearer communication regarding costs could further enhance tourist trust and satisfaction.

Convenient Location

The analysis of convenient locations reveals that while many tourists find major attractions accessible, there is still room for improvement. Respondents rated accommodation proximity to attractions highly, but concerns regarding the transportation infrastructure for regional exploration suggest that there may be barriers to fully experiencing the breadth of what Eastern Nepal has to offer. Enhancing transportation options could significantly improve the overall tourist experience and encourage visitors to explore beyond popular hotspots.

Cultural Experience

Cultural experiences were rated particularly highly, underscoring the importance of Nepal's rich heritage in attracting tourists. The respondents expressed that cultural immersion and diverse activities not only enhance their understanding of local life but also enrich their overall travel experience. This aspect of tourism is vital for creating memorable and meaningful experiences that resonate with visitors, potentially leading to repeat visits and positive word-of-mouth recommendations.

Brand Image

The assessment of brand image indicates that Nepal's tourism branding efforts are largely effective. The high mean scores reflect that tourists find the brand memorable, trustworthy, and aligned with their experiences. This strong brand image plays a critical role in attracting new visitors, as a positive perception of the destination can significantly influence travel decisions. Continued investment in branding strategies that highlight Nepal's unique offerings will be essential in maintaining and growing its appeal in an increasingly competitive tourism market.

Customer Satisfaction

Finally, the customer satisfaction metrics reveal exceptionally positive feedback regarding the overall tourism experience in Nepal. The high intention to revisit and recommend the destination

suggests that tourists are not only satisfied but also likely to become advocates for Nepal. This indicates a successful tourism experience that meets or exceeds expectations, which is vital for sustaining the tourism industry in the long term.

Implications for Stakeholders

The insights gathered from this analysis are critical for various stakeholders within Nepal's tourism sector, including policymakers, tourism operators, and local businesses. By focusing on enhancing service quality, improving pricing transparency, expanding transportation options, and promoting cultural richness, stakeholders can create a more attractive and competitive tourism environment. Additionally, leveraging the positive brand image can further solidify Nepal's position as a sought-after destination.

Conclusion

Nepal's tourism landscape is marked by its rich natural beauty and vibrant cultural heritage, making it a compelling destination for travelers seeking adventure and authenticity. As Eastern Nepal develops its tourism infrastructure and refines its marketing strategies, it stands poised to capitalize on unique opportunities for growth. Tailored marketing strategies that highlight the region's distinctive service characteristics can attract a diverse range of tourists.

However, challenges such as political instability and global pandemics threaten this progress. To mitigate these risks, a strategic focus on quality service delivery and innovative marketing is essential. By positioning Eastern Nepal as a premier destination for global travelers, stakeholders can enhance its appeal. The findings of this research highlight the strengths and areas for improvement in Eastern Nepal's tourism sector. By addressing the identified gaps and building upon existing strengths, Nepal can enhance the overall tourist experience, thereby ensuring sustained growth and success in the competitive landscape of global tourism.

Continued collaboration between government entities and local businesses will be vital in

navigating these challenges and maximizing opportunities for sustainable growth. This partnership can ensure that Nepal not only preserves its cultural and natural assets but also adapts to the evolving demands of the tourism market. As these efforts unfold, Eastern Nepal can solidify its status as a leading destination in the global tourism arena.

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