

Relationship Between Hospitality Services and Tourist Satisfaction in Nepal

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Abstract

This study aims to examine the impact of hospitality service on tourist satisfaction in Nepal. This study uses a quantitative approach. A descriptive research design was used to characterize the data. In contrast, a causal-effect research design was adopted to determine the effect of hospitality service on tourist satisfaction in Nepal. For the tourist destinations in Nepal, such as Kathmandu, Pokhara, Ghorepani, Ghandruk, Lumbini, and Chitwan, a judgmental sampling technique was used to obtain 404 final responses via a 5-point Likert-scale questionnaire. This study employed descriptive statistics, correlation analysis, and regression analysis. It was found that hospitality services have a significant positive impact on foreign tourists' satisfaction in Nepal. It was concluded that hospitality service is a major factor for tourist satisfaction in Nepal. However, this study has covered only a few destinations in Nepal. The novelty of this study is that it offers the first broad quantitative proof that hospitality causally affects foreign tourist satisfaction in Nepal, empirically validating this link across six key destinations beyond basic description.

Keywords: Hospitality service, Nepal, tourist destinations, tourist satisfaction,

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Introduction

Foreign tourists have long been attracted to Nepal for its beautiful Himalayas, rich cultural history, and wide range of scenery (Dhakal, 2015; Upadhya, 2019). Tourism is an important part of the country's economic growth because it brings foreign currency, creates jobs, and encourages cultural exchange (Bhattarai et al., 2005; Yehia, 2019). To keep Nepal's tourism business growing, it is necessary to identify what makes foreign tourists happy and encourages them to revisit.

This study has focused on tourist satisfaction in Nepal. This factor is crucial for the growth and sustainability of Nepal's tourism industry. Tourist satisfaction, as defined by Oliver (1980), is the fulfillment of a traveler's expectations. In the context of tourism, it represents a tourist's overall assessment of their travel experience at a specific destination, encompassing aspects such as attractions, accommodation, services, and overall impression (Kozak & Rimmington, 2000). While discussing the importance of tourist satisfaction, An et al. (2019) argued that contented tourists, known for their propensity to spend more during their stay, are a boon to businesses such as hotels, restaurants, and attractions, as their high satisfaction levels lead to increased revenue for the tourism industry. Therefore, this study has attempted to determine the impact of the hospitality sector on foreign tourists' satisfaction in Nepal.

Pujiastuti et al. (2025) found that service quality significantly influences both tourist satisfaction and memorable experiences. Suki (2013) found that hotel service affects tourist satisfaction. Sulkaishi et al. (2021) showed that service quality directly influenced tourist satisfaction. However, the findings of Renganathan et al. (2025) revealed no statistically significant direct relationship between hospitality service quality and tourist satisfaction. Thus, this study attempts to identify the impact of hospitality service on tourist satisfaction in Nepal.

This study helps Nepal's tourism industry to enhance the efficiency in service delivery and create more fulfilling experiences. Similarly, the study's findings will serve as a guideline for policymakers and tourism stakeholders in developing effective strategies. By understanding hospitality services, stakeholders in the Nepalese tourism industry can develop strategies to enhance the overall tourist experience and ensure the sector's sustainable growth. Thus, this study attempts to assess the current status of hospitality service and tourist satisfaction in Nepal and examine the impact of hospitality service on tourist satisfaction in Nepal.

Literature Review

Tourist Satisfaction

According to Yoon and Uysal (2005), traveler satisfaction plays a key role in determining the likelihood that tourists will return to the same destination and recommend it to others, which affects destination loyalty and word-of-mouth advertising. While satisfied consumers refer three other people to a good service, dissatisfied customers tell eleven other people about a product or service (Yoon & Uysal, 2005). It shows the significance of tourist satisfaction to Nepal.

Tourist satisfaction is the degree to which tourists are satisfied after visiting a destination, which is influenced by their expectations and actual experiences (Kozak, 2001). Similarly, according to Wang and Hsu (2010), measuring tourist satisfaction involves assessing factors such as the quality of accommodation, attractions, transportation, and overall service, which collectively shape tourists' experience. In this study, tourist satisfaction refers to the degree of satisfaction after visiting a destination in Nepal and experiencing hospitality services.

Hospitality Services and Tourist Satisfaction

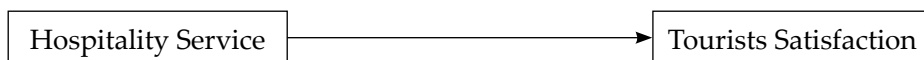
Researchers have previously shown that hospitality service is an antecedent variable of tourist satisfaction (Kim et al., 2013; Rimmington & Yuksel, 1988; Ryu & Han, 2010). Bam and Kunwar (2020) also examined tourist satisfaction: a relationship analysis with hospitality service variables. Many previous researchers have studied hospitality services with their impact on tourist satisfaction, and it was found that hospitality services have a significant positive impact on foreign tourist satisfaction (Baniya & Thapa, 2017; Chin et al., 2018; Ali et al., 2019; Tapak et al., 2019; and Bam & Kunwar, 2020). However, Ali et al. (2019) argued that hospitality services, with some factors such as interpersonal interaction, do not have a significant effect on tourist satisfaction. In this way, previous studies have found that hospitality services have a significant positive or negative impact on foreign tourist satisfaction. Rimmington and Yuksel (1998) have also studied the relationship between hospitality services and tourist satisfaction. Mashita et al. (2025) indicated statistically significant relationships between service quality dimensions and satisfaction. Likewise, Aurellia and Hermansyah (2025) found that service quality has a statistically significant and positive impact on guest satisfaction. However, some other research such as Renganathan et al. (2025) found that there not direct relationship between hospitality service quality and tourist satisfaction. Based on these previous studies, the following hypothesis is proposed for this study;

Hypothesis (H1): Hospitality service has a positive and significant impact on tourist satisfaction.

Based on the proposed hypothesis, the conceptual model for this study is presented in Figure 1.

Figure 1

Conceptual Framework



Some research gaps have been found in the previous studies. Very few studies have been conducted in Nepal on foreign tourist satisfaction. Research using only data before 2024 has been used in previous studies. Hospitality services and their relation to tourist satisfaction have not been studied in detail in the context of Nepal. Not only that, but the previous studies have not been conducted through direct visits with foreign tourists to the mentioned destination in Nepal, using a 5-point Likert scale. Thus, this study will attempt to fulfill the above research gap to some extent.

Research Methods

Research Approach

This study has applied a quantitative research approach. Under this approach, descriptive and causal-effect research designs are employed to examine hospitality services and tourist satisfaction in Nepal. The literature review indicates that tourist satisfaction is affected by the country's hospitality service. In this regard, respondents' perceptions have been analyzed in the context of Nepal's tourism for this study.

The descriptive research design has been used to describe the percentage distribution of respondents according to the response scale (i.e., strongly disagree, disagree, 'so & so', agree, and strongly agree) towards the issues. Moreover, a causal-effect research design has been used to confirm the impact of hospitality services on tourist satisfaction in Nepal.

Sample

In this study, all foreign tourists visiting Nepal during the study period are considered the population. Out of which an adequate sample size is determined according to Cochran (1977).

According to Cochran (1977), sample size (n) can be determined for large or unknown populations by:

$$\text{Sample size (n)} = z^2 \times \frac{P(1-P)}{e^2}$$

Where 'z' refers to the critical value of the desired level of confidence. The 'P' refers to the probability of maximum variation in the distribution, and 'e' refers to the proportion of the desired error margin. In this research, the population is defined as all tourists visiting Nepal. Cochran (1977) justified that when the population exceeds 100,000, the sample size can be determined for large or unknown populations. A large number of tourists arrive and depart in Nepal daily. Thus, the total number of tourists in Nepal changes daily. Hence, the sample size can be determined for this study assuming a large or unknown population.

Assuming a 95 percent confidence level (two-tailed), the critical value (z) would become 1.96. Similarly, the probability of maximum variation (P) and proportion of desired error margin (e) are assumed to be 0.5 and 0.05, respectively. Considering these assumptions, the sample size can be determined as follows:

$$\text{Proportion Sample size (n}_0\text{)} = 1.96^2 \times \frac{0.5(1-0.5)}{0.05^2} = 384$$

Therefore, the sample size is set at least 384 to meet the above assumptions regarding the number of respondents. However, the study has selected 404 respondents to meet the assumption and sample size.

The judgmental sampling technique is used to collect data as part of a non-probability sampling method. In this study, the researcher first selects the appropriate respondents (tourists) using a judgmental sampling technique, then contacts them and collects data.

Instrument

Questionnaires were distributed to 550 respondents. Out of which only 432 were collected. However, only 404 questionnaires were usable for data analysis. Useless and unclear answered questionnaires were removed from the datasheet. But missing data were replaced with the mode for Likert-scale data. Thus, the response rate captured only nearly 73 percent in this research.

The data for this study are cross-sectional. The data for this study have been collected from primary sources. The data collection methods are a questionnaire. An opinion survey has been conducted to collect real data from the field. The questionnaire was designed incorporating a five-point Likert scale. Sample data are collected from popular destinations of Nepal, such as Kathmandu, Pokhara, Ghorepani, Ghandruk, Lumbini, and Chitwan. While visiting such destinations, the researcher approached foreign tourists directly to complete the questionnaires.

Validity and Reliability

Before distributing the questionnaires, the draft was submitted to the adviser and experts, as well as to typical respondents, for face and content validity. [Borg and Gall \(1983\)](#) pointed out that an instrument's validity is improved through expert judgment. The research instrument sought experts' opinions on the study. This activity facilitated the necessary revision and modification of the research Instrument, thereby enhancing validity. After data collection, it was analyzed using statistical methods.

Reliability refers to an assessment tool's ability to produce consistent and stable results. It is most commonly used when a Likert-type scale is adopted in the questionnaire to assess the scale's reliability. In this study, the reliability of the responses has been tested by using Cronbach's alpha.

Analytical Tools

In this study, a questionnaire was set with a five-point Likert scale for each statement. The Likert scale values 1, 2, 3, 4, and 5 are labeled 'Strongly disagree', 'Disagree', 'So & So', 'Agree', and 'Strongly agree', respectively. With a value of 3 for 'So & So', it lies between the two points 'disagree' and 'agree'. This study uses descriptive statistics, including the mean, standard deviation, maximum and minimum scores, the average response to the issues, and the extracted factors. In this study, the relationship between tourist satisfaction and hospitality service is tested by using correlation analysis. In this study, regression is employed to determine the impact of hospitality service on tourist satisfaction in Nepal. In addition, the coefficient of multiple determination (R^2) is tested to understand how much variation in the dependent variable is explained by the independent variables. F-statistics have been used to assess the model's fit. Also, the variance inflation factor (VIF) and tolerance have been assessed to confirm the absence of multicollinearity in the model. Furthermore, t-statistics have been computed to assess the significance of the independent variable coefficients.

Data Analysis And Discussion

Reliability Analysis

According to [Kloping et al. \(2020\)](#), Cronbach’s alpha is used to measure the internal consistency of the responses of the respondents (where $\alpha < 0.5$, unacceptable; $0.5 \leq \alpha < 0.6$, poor; $0.6 \leq \alpha < 0.7$, questionable; $0.7 \leq \alpha < 0.8$, acceptable; $0.8 \leq \alpha < 0.9$, good; $\alpha \geq 0.9$, excellent).

Table 1

Reliability Test using Cronbach Alpha

Variables	No. of Items	Cronbach’s α	Kloping et al.	(2020)
Hospitality service	7	0.829	$\alpha > 0.800$	Good
Tourist Satisfaction	6	0.858	$\alpha > 0.800$	Good

In this regard, Table 1 shows the reliability test using Cronbach’s alpha (α). Here, Cronbach’s alpha values of hospitality service and tourists’ satisfaction are 0.829 and 0.858, respectively, which lie between 8 and 9 (i.e., $0.8 \leq \alpha < 0.9$), this means that the reliability of those variables is good. This implies that the reliability of those variables is acceptable. Eventually, the Cronbach’s alpha values for all variables are greater than 0.7, indicating that respondents’ responses on all variables are consistent and reliable.

Validity Analysis

According to [Kloping et al. \(2020\)](#), validity is assessed using Pearson’s correlation analysis between each item’s score and the total score of the relevant variable. According to them, if the correlation coefficient is significant, the instrument is valid.

Table 2

Validity Test on Hospitality Service

Code	Statements	Corr-Coeff (r)	df	p-value	Sig	Validity
HS1	In Nepal, it is customary to give social hospitality to tourists.	0.662	402	<.001	***	Valid
HS2	I found a variety of hygienic food and beverages for tourists in Nepal.	0.715	402	<.001	***	Valid
HS3	I found comfortable accommodation facilities available for tourists in Nepal.	0.71	402	<.001	***	Valid
HS4	Nepalese people are happy to serve guests.	0.717	402	<.001	***	Valid
HS5	Service providers are professional in Nepal.	0.72	402	<.001	***	Valid
HS6	I was given a warm reception in Nepal.	0.711	402	<.001	***	Valid
HS7	The exceptional service received from the stakeholders further enhanced my enjoyment.	0.702	402	<.001	***	Valid

In this regard, Table 2 presents the validity test for the instrument’s hospitality service. The corresponding p-values of correlation coefficient values of total score with each

individual item seemed to be less than 0.001 (i.e., $p < 0.001$). This implies that the correlation coefficients between each item and the total score are significant at the 0.1 percent level of significance (LoS). Thus, it confirms that all items in the questionnaire relating to hospitality service are valid.

Table 3

Validity Test on Tourists Satisfaction

Code	Statements	Corr- Coeff (r)	df	p-value	Sig	Validity
SAT1	It was a wise decision to visit Nepal.	0.742	402	< .001	***	Valid
SAT2	I had an enjoyable time in Nepal.	0.806	402	< .001	***	Valid
SAT3	I will promote Nepal as a wonderful destination for travellers.	0.821	402	< .001	***	Valid
SAT4	I did not realize that time had passed while I was in Nepal.	0.753	402	< .001	***	Valid
SAT5	I will never forget the enjoyable moments in Nepal.	0.827	402	< .001	***	Valid
SAT6	It has been great to be in the country of Mt. Everest (The highest peak of world).	0.687	402	< .001	***	Valid

In this regard, Table 3 demonstrates the validity test on the instrument for tourist satisfaction. The corresponding p-values of correlation coefficient values of total score with each individual item seemed to be less than 0.001 (i.e., $p < 0.001$). This implies that the correlation coefficients between each item and the total score are significant at the 0.1 percent level of significance (LoS). Thus, it confirms that all questionnaire items related to tourist satisfaction are valid.

Descriptive Analysis

The descriptive analysis presents respondents' average perceptions of the variables using descriptive statistics, including the number of respondents, means, standard deviations, maximum and minimum scores, etc. According to [Sözen and Güven \(2019\)](#), the average scores are ranged and measured based on the scale of responses.

Table 4 shows the descriptive statistics on hospitality service. According to the table, out of 404 respondents, the mean score for the statement "I found a variety of hygienic food and beverages for tourists in Nepal." is 4.07, with a standard deviation of 0.82. The maximum score on these statements is 5, the minimum is 1, and the average response is "agreed". Whereas, the mean score of the other six statements is more than four, and the standard deviation is less than 1. Likewise, the minimum score for all six statements is 1, and the maximum is 5. According to the five-point Likert scale, these mean scores lie in the range of 4 to 5. Eventually, the mean score across all statements is 4.32, the standard deviation is 0.77, and the average response is "strongly agree". Thus, from this table, it can also be said that the respondents' views on the hospitality service strongly agree on a common aspect.

Table 4
Descriptive Statistics on Hospitality Service

Statements	No. of Respondents	Mean	Stdev	Min	Max	Average Response
In Nepal, it is customary to give tourists social hospitality.	404	4.34	0.80	1	5	Strongly Agree
I found a variety of hygienic food and beverages for tourists in Nepal.	404	4.07	0.82	1	5	Agree
I found comfortable accommodation facilities available for tourists in Nepal.	404	4.18	0.77	1	5	Agree
Nepalese people are happy to serve guests.	404	4.59	0.66	1	5	Strongly Agree
Service providers are professionals in Nepal.	404	4.25	0.84	1	5	Strongly Agree
I was given a warm reception in Nepal.	404	4.59	0.70	1	5	Strongly Agree
The exceptional service received from the stakeholders further enhanced my enjoyment.	404	4.24	0.79	1	5	Strongly Agree
Average		4.32	0.77			Strongly Agree

Furthermore, the ranking in order of mean score shows that the statements “Nepalese people are happy to serve guests,” and “I was given a warm reception in Nepal,” are ranked first, whereas the statement on “I found a variety of hygienic food and beverages for tourists in Nepal” is ranked seventh. This ranking-order analysis indicates that the statements “Nepalese people are happy to serve guests” and “I was given a warm reception in Nepal” are the most agreed-upon. This result confirms that tourists are very satisfied with the hospitality and behavior of the Nepalese. So, people have to continue with this. But tourists place the least value on the statement “I found a variety of hygienic food and beverages for tourists in Nepal.” This result confirms that tourists are not fully satisfied with the hygienic Nepalese food and beverages. Thus, the industry should improve it for the betterment of hospitality services.

Table 5 shows the descriptive statistics on tourist satisfaction. According to the table, of 404 respondents, the mean score for the statement “I did not realize that time had passed while I was in Nepal” is 4.35, with a standard deviation of 0.83. The maximum score on these statements is 5, the minimum is 1, and the average response is “strongly agree”. Whereas the mean score of the other five statements is more than 4.35, and the standard deviation is less than 1. Likewise, the minimum score for the statements “I had an enjoyable time in Nepal” and “I will promote Nepal as a wonderful destination for travelers” is 2; for all three statements, it is 1; and for all five statements, the maximum score is 5. According to the five-point Likert scale, these mean scores lie in the range of 4 to 5. Eventually, the mean score across all statements is 4.54, the standard deviation is 0.76, and the average response is “strongly agree”. Thus, from this table, it can also be said that the respondents’ views on tourist satisfaction are strongly agreed upon.

Table 5*Descriptive Statistics on Tourists Satisfaction*

Statements	No. of Respondents	Mean	Stdev	Min	Max	Average Response
It was a wise decision to visit Nepal.	404	4.58	0.75	1	5	Strongly Agree
I had an enjoyable time in Nepal.	404	4.65	0.66	2	5	Strongly Agree
I will promote Nepal as a wonderful destination for travellers.	404	4.60	0.69	2	5	Strongly Agree
I did not realize that time had passed while I was in Nepal.	404	4.35	0.83	1	5	Strongly Agree
I will never forget the enjoyable moments in Nepal.	404	4.59	0.73	1	5	Strongly Agree
It has been great to be in the country of Mt. Everest (The highest peak of world).	404	4.49	0.89	1	5	Strongly Agree
Average		4.54	0.76			Strongly Agree

Furthermore, the ranking in order of mean score shows that the statements “I had an enjoyable time in Nepal” and “I will promote Nepal as a wonderful destination for travellers” are ranked first and second, whereas the statement on “I did not realize that time had passed while I was in Nepal” is ranked sixth. This ranking-order analysis indicates that the statement “I had an enjoyable time in Nepal” is the most agreed-upon. This result confirms that tourists are highly satisfied during their visit to Nepal. But the tourist gives the least value to the statement, “I did not realize that time had passed while I was in Nepal”. This result confirms that tourists are fully satisfied overall. Thus, the industry should continue it for the betterment of tourism.

*Examining the Relationship between Tourist Satisfaction and Hospitality Services***Table 6***Correlation Coefficient between Tourist Satisfaction and Hospitality Service*

Relationship	CorrCoef (r)	df	p-value	Sig
HS↔SAT	0.567	402	< .001	***

Table 6 shows the relationship between tourist satisfaction and hospitality service. In this regard, the correlation coefficient of tourists' satisfaction (SAT) with hospitality service (HS) is 0.567, which is less than 0.001. Since the p-values are less than 0.001 (i.e., $p < 0.001$), the coefficients are significant at a 0.1 percent level of significance. Thus, there is a significant relationship between SAT and HS.

Analyzing the Impact of Hospitality Service (HS) on Tourists' Satisfaction (SAT)

Table 7

Model Fit Measure: Regressing SAT on HS

R	R ²	F	df1	df2	P
0.567	0.322	191	1	402	<.001

Model 1: SAT = 1.903 + 0.611HS + U

Table 7 displays the model fit measures regressing tourists' satisfaction (SAT) on hospitality service (HS). In this regard, the table shows the coefficient of multiple determination (R²) is 0.322 (i.e., 32.2%). The corresponding F-statistic of R² is 191, and the p-value is less than 0.001 (i.e., p<0.001) with a degree of freedom of (1, 402). Since the p-value is less than 0.001, the R² is significant at the 0.1 percent level. This indicates that 32.2 percent of the variation in tourists' satisfaction (SAT) is explained by the independent variable, hospitality service (HS). However, U indicates an unexplained variable. This implies that a 67.8 percent variation in SAT could not be explained by Model 1.

Table 8

Model Coefficient Regressing SAT on HS

Predictor	RegCoeff	Se	t-stat.	p-value	Sig
Intercept	1.903	0.1929	9.86	<.001	***
HS	0.611	0.0433	13.81	<.001	***

Dependent Variable: Foreign Tourist Satisfaction (SAT)

Table 8 demonstrates the Model Coefficient regressing tourists' satisfaction (SAT) on hospitality service (HS).

As shown in Table 8, the t-statistic of hospitality service (HS) is 13.81, and the corresponding p-value is less than 0.001 (p<0.001). Since the p-value is less than 0.001 for each, the HS coefficient is significant at the 0.1 percent level. So, hypothesis 1 is accepted. This indicates a significant positive impact of hospitality services on tourists' satisfaction.

Moreover, the value of the coefficient of hospitality service is 0.611. This implies that a 1 percent increase in hospitality service leads to a 0.611 percent increase in tourists' satisfaction.

Discussion and Conclusion

This study found that hospitality services have a significant positive impact on foreign tourists' satisfaction in Nepal. This finding is supported by [Baniya and Thapa \(2017\)](#), [Chin et al. \(2018\)](#), [Ali et al. \(2019\)](#), [Tapak et al. \(2019\)](#), and [Bam and Kunwar \(2020\)](#). The findings are also supported by [Mashita et al. \(2025\)](#), [Aurellia and Hermansyah \(2025\)](#). But [Renganathan et al. \(2025\)](#) has not supported. Similarly, [Ali et al. \(2019\)](#) have not supported some factors, such as hospitality service and interpersonal interaction.

From the findings of the descriptive analysis, it is concluded that foreign tourists like Nepal's hospitality services and are most satisfied while visiting Nepal. Regarding the relationship, it is concluded that hospitality services are closely related to foreign tourist satisfaction in Nepal. The study found that foreign tourists' satisfaction is positively affected by changes in hospitality services, as high service quality leaves a positive impression on tourists.

Continuous service and facility upgrades should be given top priority to maintain its reputation and ensure that tourists always have a positive experience. Hospitality services are closely linked to foreign tourists' satisfaction. Enhancing tourist satisfaction requires training hospitality employees. It was found that hospitality services have a significant positive impact on tourist satisfaction. However, improving the hygiene of food and beverages and creating comfortable accommodation facilities will increase satisfaction for tourists. By putting these doable steps into practice, Nepal can improve tourist satisfaction.

Implications

In Nepal, tourism stakeholders such as hospitality workers, hoteliers, and restaurant owners will benefit from these findings. To enhance tourist satisfaction, they must prioritize continuous staff training, hygienic food, and comfortable accommodations. Investing in service quality upgrades will strengthen Nepal's reputation, ensuring positive experiences that enhance loyalty and drive sustainable tourism growth.

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