



**Haaga-Helia**

University of Applied Science Ltd.

## **Recommendations for Hotels in Nepal**

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<p>Due to Nepal's thriving tourism business, the sector has experienced substantial expansion in recent years. However, in order to keep the industry moving forward and guarantee its continued success, a number of issues brought on by this growth must be resolved.</p> <p>The absence of infrastructure, especially in rural areas, is one of the main problems facing Nepal's hotel industry. While there are numerous top-notch hotels and resorts in large towns like Kathmandu and Pokhara, many areas of the nation still lack necessities like dependable electricity and clean water. This might make it challenging for hotels to offer a good level of service and discourage travelers from traveling to certain locations.</p> <p>The peak season, which lasts from September to November and February to May, is when the majority of tourists travel to Nepal. Hotels might demand hefty charges and are frequently fully booked during this time. In contrast, hotels may find it difficult to draw clients during the off-season and may need to lower their rates to stay afloat.</p> <p>Despite these obstacles, there are numerous prospects for growth and expansion in the Nepali hotel industry. Travelers from around the world are drawn to the nation by its unique animals, magnificent natural scenery, and rich cultural legacy. In addition, the growing trend towards sustainable and responsible tourism offers hotels the chance to set themselves apart by putting eco-friendly measures in place and helping out local communities.</p> <p>The development of digital technologies presents another chance for the expansion of the Nepali hotel industry. Travelers may now book their lodging in advance with more ease than ever thanks to online travel agents and booking platforms, and hotels that adopt these innovations may have a competitive advantage.</p>
<p><b>Keywords</b> Nepal, Hotel, Hospitality, Travel, Demand, Covid-19</p>

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## **Abbreviations**

ADB Asian Development Bank

ADR Average Daily Rate

COVID Corona Virus Disease

GoN Government of Nepal

HAN Hotel Association Nepal

NATA Nepal Association of Travel Agents

UNESCO United Nations Educational, Scientific and Cultural Organization

# **1 Introduction**

## **1.1 Background of study**

There is a connection between hospitality and tourism, and Nepal has a lot to offer in terms of the natural beauty, culture, and traditions. Increased revenue and job creation are only two of the many important economic advantages that the tourist sector's expansion may provide to the nation. But as you pointed out, the global tourism business has been significantly impacted by the Covid-19 pandemic.

It is essential to address the difficulties the hospitality industry is facing if Nepal is to draw tourists and become a top travel destination. These difficulties could be brought on by problems like inadequate infrastructure, a shortage of trained employees, and insufficient marketing initiatives. To give visitors the finest experience possible, it is also crucial to build and improve hotels and resorts.

Research and literature can be useful tools for identifying and addressing these issues. Through research, the tourism and hospitality industries can obtain a deeper understanding of travelers' requirements and preferences and develop strategies to address these demands successfully. Furthermore, literature can shed light on effective approaches in other countries and how they can be applied to the Nepalese environment.

Overall, Nepal's tourism and hospitality industries have significant potential to contribute to the country's economic growth and development. Nepal can continue to attract tourists and position itself as a top destination for adventure and cultural tourism by addressing the sector's issues and exploiting its possibilities.

## **1.2 Aim of project and research questions**

The project aim is to identify, evaluate, and research the prospects for the growth and development of the Nepali hotel industry's major difficulties. Detailed goals might include evaluating the size, makeup, and key players of the Nepali hotel business as it stands today, identifying the difficulties and limitations that hotels in Nepal confront, such as the lack of infrastructure, the unstable political situation, the regulatory restrictions, and cultural issues. Examining how changing traveler tastes

and tourist trends have affected the Nepalese hotel business. Examining the hotel industry's competitive environment, which includes the existence of global hotel chains, regional boutique hotels, and online travel agents. Looking at possible opportunities for the Nepali hotel sector, such as specialized markets, growing travel destinations, and environmentally friendly travel methods. Evaluating the success of current government programs and policies in fostering the expansion of the hotel business. Finding effective case studies and best practices from other nations or regions that might be modified and utilized in the Nepalese context. Presenting ideas and tactics for overcoming obstacles and maximizing opportunities in the hotel market, including advice for participants in the sector, decision-makers, and potential investors.

The research provides answers to the following questions:

- a. What are the main elements that affect customer satisfaction in the Nepali hotel sector?*
- b. What special issues, relating to financial returns, infrastructural restrictions, and government support, do hotel owners in Nepal specifically deal with?*
- c. How can the Nepali government create more benevolent rules, rewards, and tax breaks to promote the expansion of the hotel business and attract investment?*
- d. What are the greatest methods for offering excellent customer service in the Nepali hotel industry?*

### **1.3 Scope of research**

The following elements are included in the study's scope on the opportunities and problems facing Nepal's hotel industry:

**Nepali Hotel Industry:** The study's main goal is to comprehend the current situation of Nepal's hotel industry, including its size, composition, major players, and business climate. It tries to give a thorough understanding of the market environment.

**Challenges and Limitations:** The study examines the particular difficulties and restrictions that hotels in Nepal must deal with. These difficulties may include a lack of suitable infrastructure, unstable political conditions, regulatory limitations, cultural considerations, and other elements that have an impact on the expansion and development of the sector.

**Customer Satisfaction:** The study looks at the variables that affect guests' satisfaction in the hotel industry in Nepal. It seeks to pinpoint the essential components—such as hospitality, superior service, facilities, and cultural authenticity—that make for a satisfying visitor experience.

**Government Support and Policies:** The study evaluates the efficiency of current government initiatives and regulations in fostering the growth of the hotel sector. It looks at the possibility of establishing more benevolent rules, rewards, and tax advantages to entice investment and promote sector expansion.

**Opportunities and Best Practices:** The report outlines prospective growth areas for the Nepali hotel industry, including specialized markets, up-and-coming vacation locations, and environmentally friendly travel methods. It also looks at case studies and best practices that have worked well in other nations or areas and can be modified and applied to the Nepalese situation.

**Marketing & Promotion:** The study looks into the marketing strategies that could be used to advertise Nepal as a desirable travel destination. It looks at ways to draw more tourists by efficiently exhibiting the nation's scenic landscapes, rich cultural history, and distinctive attractions.

The study's scope includes a thorough analysis of the Nepali hotel business taking into account a number of stakeholders, including hotel owners, tourists, and the government. It strives to offer perspectives, suggestions, and tactics to overcome the difficulties and seize the opportunities in the hotel sector, thereby assisting in its expansion and development in Nepal.

## **1.4 Structure of report**

There are seven primary chapters in this research study. The context, goal, and research topic of this entire research project are introduced in the first chapter. The theory literature research, understanding of Nepal, its tourism industry, and the Nepali hotel business will all be represented in the second chapter. The demand for and cost of hotels in Nepal, as well as the state of the economy and hotel industry following COVID-19. The third chapter then discusses several aspects of service excellence.

The intriguing chapter 4 follows, which will present the methods portion. This includes all phases of research planning, semi-structured interviews, content analysis, creating and supplying questions, as well as gathering data and moving on to analysis. This chapter discusses reliability, validity, and ethical considerations.



The analysis is presented in Chapter 5, which also plays with the data that was gathered and shows the results that were obtained. The conclusion of all of this study is presented in Chapter 6, which is followed by its limits and potential future directions. The references are presented after conclusion and then there are appendices.

## 2 Nepal and Tourism in Nepal

Fig 1 below shows, between India and China, Nepal is a landlocked nation renowned for its tranquility, spirituality, and breathtaking vistas. It has a great cultural heritage, beautiful natural surroundings, and interesting historical sites. The nation is a blend of old and new, leisurely lifestyles and hectic metropolitan living. There are many large rivers that flow gracefully, and there are also lofty snow-capped mountains, deep lakes, verdant forests, and mountains. Therefore, it is not surprising that Nepal has become a popular tourism destination, (Suman Acharya, 2015).

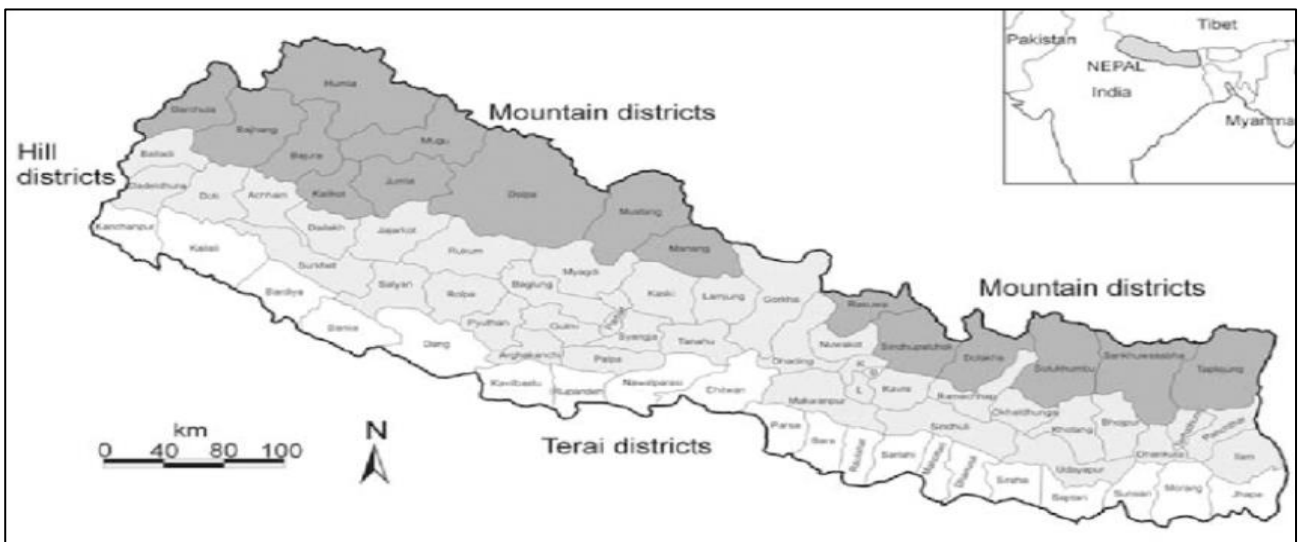


Fig 1: “ Map of Nepal with Diversity ” (Wishart Mitchell, 2007)

The tourism industry is one of Nepal's significant economic contributors. Due to its natural beauty, cultural heritage, and adventure sports, the nation has enormous potential for the growth of the tourism industry. The tourism sector has improved the local economy, increased infrastructure investment, preserved cultural heritage and natural resources, and decreased poverty and inequality. It has also created job possibilities. (Gautam, 2019).

Fig 2 below tells us, numerous tourist activities are available in Nepal, including hiking, mountaineering, rafting, adventure travel, cultural travel, religious travel, ecotourism, sports travel, and business travel. Adventure tourism, cultural tourism, and religious tourism are the most prevalent and are present in most regions of the world. Tourists can fully engage in these forms of tourism in Nepal. (Ministry of Foreign Affairs Nepal)

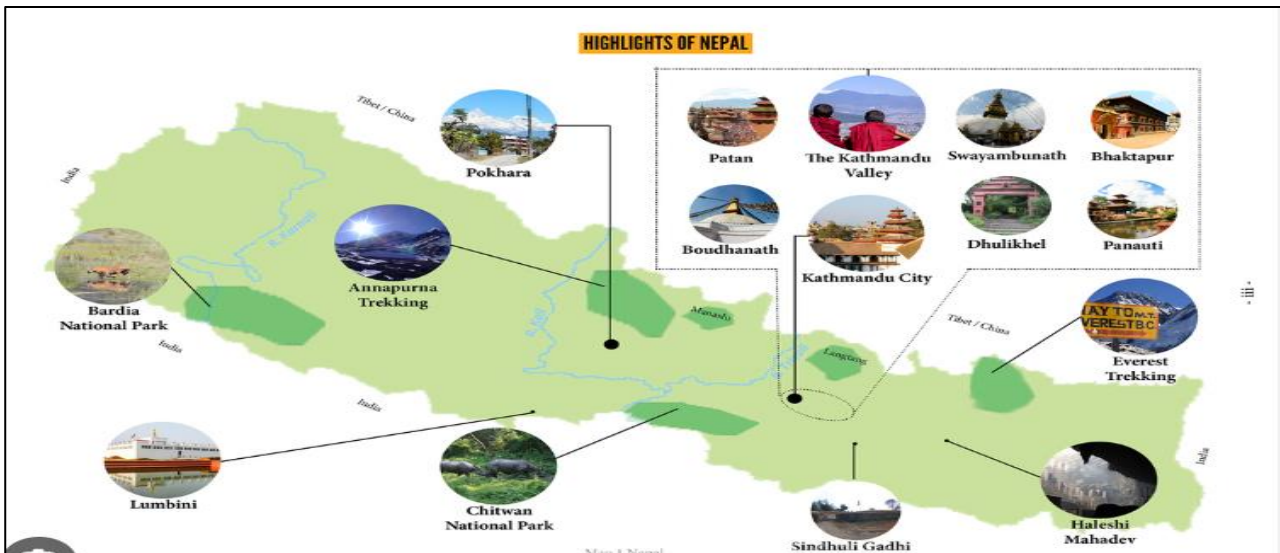


Fig 2: Nepal Tourism Map (<https://maps-nepal.com/>)

The first authentic hiking tourist from Nepal, Bill Tillman, arrived in the country in 1949, marking the beginning of Nepal's tourism industry. In 1950, Maurice Herzog led the French Annapurna expedition, which included climbing Mt. Annapurna, making him the first mountaineer to ever scale an 8000-meter peak. Then, Nepal was formally opened to tourism in 1951. Himalayan Airways, the first airline founded in Nepal, joined the International Union of Official Travel Organizations between 1953 and 1965. (Himalaya travel and adventures)

To assist the government in making decisions relating to tourism in Nepal, the Hotel Association Nepal (HAN), Nepal's first travel industry organization, was founded in 1966. The Nepal Association of Travel Agents (NATA) was founded to promote ethical business practices and oversee Nepal's tourism sector. The Tourism Main Plan was created in 1972, and the Ministry of Tourism was established in 1978 when the Tourism Act 2035 was passed. (Care Ratings Nepal, 2020)

The Tourism Policy 2052 was developed in 1995 to give the government and stakeholders rules and directives for developing the Nepali tourism industry. The Nepal Tourism Board 2053 Act, which was passed in 1997, opened the door for public and private collaborations in the country's tourism industry. The Nepal Tourism Board was created in 1998, and the year was commemorated as "Visit Nepal Year 1998." (Care Ratings Nepal, 2020)

Since 1999, there has been a fall in tourism as a result of the Maoist insurgency, which lasted ten years and caused unfavorable messages to spread around the globe. However, the government and other tourist sector participants were dedicated to reviving travel to Nepal. Visit Pokhara Year was

commemorated in 2007, and Nepal Tourism Year 2011 was introduced in 2011. Visit Lumbini Year 2012 and Visit Nepal Year 2020 were both introduced in 2012. However, the same was canceled in March 2020 because of the ongoing COVID-19 epidemic. (Care Ratings Nepal, 2020)

In conclusion, tourism has been crucial to Nepal's economy and has helped to build the nation's infrastructure, preserve its natural and cultural heritage, and fight poverty. To restore Nepal's tourism sector and establish it as one of the world's top travel destinations, the government and several players in the tourism industry have been working nonstop. Natural splendor, cultural heritage, adventurous sports, and welcoming people.

## **2.1 Study on Tourism and Hospitality Sector of Nepal**

The tourism and hotel business in Nepal has enormous growth and development potential. However, in order to develop Nepal into a competitive tourist destination, the problems and opportunities given by globalization must be addressed. Urged the government to take a proactive role in increasing competitiveness indicators. Nepal must invest in infrastructure, increase marketing efforts, and cultivate a skilled workforce to achieve this. Globalization has revolutionized the global tourism business, bringing both benefits and challenges. Opportunities in the worldwide hospitality business, such as building new tourist attractions or enhancing current ones, require time and effort to materialize. These initiatives, however, may pay off in the long run by drawing more tourists and increasing revenue. Challenges, on the other hand, are frequently immediate and necessitate immediate action. Changes in tourist preferences, for example, or worldwide catastrophes such as pandemics, can have an instant impact on the tourism business. Nepal has a rather traditional viewpoint and operating model, which may have inhibited the country from fully capitalizing on the opportunities given by globalization in the hospitality industry. Nepal, on the other hand, can position itself as a top tourist destination in the globalized hospitality business by identifying the challenges and opportunities and establishing a strategic approach to increase competitiveness. (Ghimire, 2009)

Tourism is a crucial industry for Nepal's economic development, according to research, because other sectors of the economy demand considerable capital and specialized human resources and are at high risk when compared to neighboring countries like India and China. The Nepalese government declared Visit Nepal 2020 to be a watershed moment in the country's economic development. The natural and cultural environment, which includes air, land, and water as well as art, history, architecture, festivals, and the friendliness of its people, all contribute to the viability of the tourism sector. Local governments must be mindful of issues such as dust, dirt, and poor road management,

which can have a negative influence on the tourism business. To attract tourists, Nepal's distinct musical expression and cultural vibes should be fostered. Furthermore, the development of tourist circuits as well as the supply of standard eating and lodging facilities are critical to the success of Visit Nepal 2020. Overall, tourism has the potential to be a substantial contributor to Nepal's economic development, but in order to attract tourists, the government needs to focus on upgrading infrastructure and promoting its natural and cultural assets. (Bharat Prasad Badal and Suman Kharel's, 2019)

It is pointed out in research that political travel bans can have an immediate and detrimental impact on the tourism and hotel industries. This is especially problematic given that hospitality is one of the most important investment areas for global investors. Furthermore, the strength and weakness of a currency can influence the appeal of a vacation destination. With the convenience of technology, booking rooms using smartphone applications that offer a large selection of rooms at lower prices than traditional hotels has grown increasingly popular, particularly among millennials. Travel websites have also made it easier for customers to compare hotel prices and read reviews, making it critical for hotels to stay competitive in order to attract guests. Hotel patrons prioritize safety, and hotels must follow innkeeper regulations to safeguard the welfare and safety of their visitors and their premises. This involves providing safe and secure locations for guests as well as adhering to guest information management rules. Furthermore, hotels with food or beverage outlets must adhere to truth-in-menu legislation to ensure that the food and beverages offered to customers are accurate. Customers like to stay in pleasant and peaceful areas when on vacation, and the weather in the area is an important element in picking which hotel to stay in. In order to attract guests and thrive in the hospitality industry, hotels must remain competitive and comply with rules. (Kiesha Frue, 2019 )

To assess the impact of the COVID-19 pandemic on India's hospitality and tourism sector, analyzing both the current conditions and challenges as well as future perspectives. Through a comprehensive review of various sources, including literature, journal articles, and government documents, Gautam found that the pandemic had a significant impact on the industry. Many global and domestic tourists canceled their plans to visit natural, historical, religious, and cultural sites, leading to the cancellation of flight tickets and hotel reservations. Furthermore, Gautam observed that the hospitality and tourist sector witnessed a major loss in revenue, and a significant number of individuals in the business lost their jobs. This, in turn, had a negative impact on the overall economy of the country and the well-being of individuals who were reliant on tourism-related jobs. Gautam also highlighted the importance of the hospitality and tourism sector to the Indian economy, as it provides significant employment opportunities and attracts foreign investment. Given the pandemic's ongoing nature and potential long-term effects, Gautam emphasized the need for policymakers and industry leaders to

develop strategies to help mitigate the negative impact on the hospitality and tourism sector and prepare for a potential resurgence in the industry once the pandemic subsides. (Prakash Gautam, 2021)

A market crisis has been brought on by the coronavirus pandemic's effects on Nepal's hospitality sector. Customers are starting to curtail their everyday routines and postpone travel arrangements. The national economy crumbled, businesses failed and shuttered, and people lost their jobs. No one has the correct solutions for the current scenario, leaving the hotel industry completely in the dark concerning the future of the industry. All of these consequences of the novel coronavirus disease (COVID-19) pose risks to human survival and represent difficulties we will have to deal with during the pandemic. (Trilogy Digital Media's 2023)

There is a list of seven more difficulties Nepal faced during COVID-19. The industry of hospitality must come to terms with the truth that it will never be the same. The biggest problem the hospitality sector is currently facing is accepting the circumstances and reopening their business. The difficulty facing hospitality business owners is building a solid consumer connection network that prioritizes the safety of customers, staff members, and brands. As consumers now prefer experiences that are "value for money," sustainable, healthy, and safe, we must adapt to new customer behavior. Because of the pandemic condition, people's expectations, views, and spending patterns have changed in comparison to the past. The pandemic has had a significant negative impact on the country's vital hotel sector, and it is unknown when things will return to normal. Hotel owners, staff members, and others connected to the industry are battling to survive in a difficult environment. The industry must concentrate on creating plans to lessen the effects of COVID-19 and restore consumer confidence in the wake of the pandemic. To meet the challenges posed by the pandemic and ensure that the hospitality sector can recover, it is critical to cooperate and assist one another. (Trilogy Pathsala, 2023)

The research looks at the connections between many aspects of sustainable tourism, with an emphasis on natural, artificial, renewable, and non-renewable resources. The report emphasizes the imperative objective of emerging countries achieving sustainability and the function of technical improvements in assisting this goal. It also emphasizes the relevance of government involvement in maximizing economic gains while protecting social, cultural, and ecological elements, as well as the influence of technical improvements on social well-being through social media. In order to assess the significance of responsible and sustainable tourism and how it may help travelers, the researchers especially examined different social media platforms in India. The study highlights the significance of ethical and sustainable tourism practices as well as the function of social media platforms

in their promotion. It is important to make sure that sustainable tourism practices are promoted on social media platforms because they have become a vital resource for tourists to obtain information and organize their travels. The study provides important insights into the significance of sustainable tourism practices, the contribution of technological advancements and social media to their promotion, and offers a framework for promoting sustainability in the tourism industry that has important implications for policymakers, tourism industries, and tourists alike. (Maitra, Ranjeeta, Tripathi, Kumar, and Shukla 2023)

The crucial problem of employee turnover in Nepal's tourism and hospitality industries and employs a positivist viewpoint to create a theory-based hypothesis. A standardized questionnaire is used to gather information from 404 employees of diverse demographic levels as part of the study's comparative research strategy. According to the study's results, factors like pay and benefits, organizational standing and job prestige, the potential for career advancement, organizational process atmosphere, and work-life balance all significantly affect employee retention in the sector. The study offers insightful information about the factors that affect employee turnover and the significance of addressing these aspects to keep employees in the field. Policymakers, business executives, and employers may find the study's findings helpful when developing and putting into practice ways to solve the problem of staff turnover in Nepal's tourist and hospitality industries. The study underscores the need for additional research on this important topic and adds to the body of knowledge on human resource management in business. (Rijal, 2023)

The necessity of a robust tourism recovery, particularly in Nepal, given that the pandemic is anticipated to recur in Europe and the Middle East. The issues posed by the current epidemic must be addressed in order to restructure the tourism and hospitality sectors' recovery. Despite a 306.82% rise over 2021, there will still be 48.70% fewer tourists in Nepal in 2022 than there were before the pandemic. The Visit Nepal Year 2020 campaign was suspended as a result of the COVID-19 pandemic's devastating effects on Nepal's tourism, hospitality, and aviation sectors. However, Nepal intends to boost tourism with a new campaign, "Naturally Nepal, Once is Not Enough," and "Heaven is Myth, Nepal is Real," and is getting ready for another Visit Nepal Year in the future. The essay underlines the difficulties that the pandemic has had for the tourist and hospitality sectors in Nepal and the requirement for coordinated measures to promote tourism and achieve a robust recovery. (Professor Sthapit, 2023)

The offers of a few of the top suggestions for luring travelers to hotels. The article emphasizes how crucial it is to make an impression on guests prior to their arrival by giving them thorough information about the hotel and its amenities and making sure that their bookings and reservations are handled quickly. The article also stresses the need to train hotel workers to provide top-notch service, as this

can greatly affect client happiness and loyalty. Keeping up great lodging services and providing better prices with recreational facilities are also mentioned as important techniques for luring clients. Creating an internet presence is also essential because it may aid hotels in reaching more people and improving their visibility. Using email marketing and post-stay communication, taking advantage of peak booking seasons, making sure hotels are marketing to the proper demographic, and advertising the hotel and its area are further tactics mentioned in the article. Hotels can increase their customer appeal and retention rates, which will ultimately increase their profitability and success. (Catala Consulting, 2022)

## **2.2 Hotels in Nepal**

Nepal's economy has benefited significantly from the hospitality sector. International travelers find the nation appealing due to its distinct culture, history, and natural beauty, and the hospitality sector has been instrumental in giving them a relaxing and delightful experience. The hospitality sector in Nepal is made up of a number of sub sectors, including hotels, eateries, travel agencies, tour operators, and other associated enterprises. (Gautam, 2019).

It was tabulated since the 1950s, when Nepal formally started promoting tourism, the hospitality sector has been expanding. The standard of facilities and services provided in the industry has significantly increased over time. For instance, when the Royal Hotel, Nepal's first international hotel, opened its doors in 1953, it set the bar for the sector. The establishment of Nepal's first five-star hotel, the Hotel Soaltee, in 1966 led to the expansion of the sector. (Care Ratings Nepal, 2020)

In recent years, the government has been working to raise the standard of hotel amenities and services. The Department of Tourism, which is part of the Ministry of Culture, Tourism, and Civil Aviation, created a voluntary classification system to group hotels according to their size, location, and degree of service. The number of star hotels in the nation has increased as a result of this program, rising overall by 29% between 2019 and 2020. (Giri, 2023).

In Nepal, the hospitality sector has aided in job creation, boosting the local economy, and lowering inequality and poverty. (Maharjan, 2020) The Nepalese proverb "Atithi Devo Bhava," which has contributed to Nepal's status as a top tourist destination, reflects the industry's emphasis on offering great service and treating customers like gods. A crucial part of the sector has also been played in the improvement of local infrastructure, including roads, airports, and other transit systems.



Overall, Nepal's hospitality sector has made a major economic contribution and has room for expansion. To ensure the industry's viability, uphold high standards, and give visitors and staff a safe and enjoyable experience, it is critical for the government and industry stakeholders to keep cooperating. (The kathmandu post, 2017)

According to recent studies of Hotel Association Nepal, Nepal's hotel industry has been growing quickly in recent years, with a focus on mid-priced and upscale accommodations. In 2020, there were 1,190 hotels in the nation, up 9% from the year before, according to a report by the Nepal Tourism Board. According to the survey, the bulk of hotels in Nepal are found in Kathmandu, with Pokhara and Chitwan coming in second and third. (Nepal Tourism Board, 2021)

The same survey also emphasized how popular mid-range and luxury hotels are growing to be, with the number of four- and five-star hotels having significantly increased recently. A shifting customer taste for more distinctive and sustainable travel experiences is also reflected in the growing trend towards eco-friendly and boutique hotels. (Nepal Tourism Board, 2021)

The COVID-19 pandemic has also had a substantial influence on the Nepali hotel economy, with many establishments finding it difficult to stay afloat. In Nepal, hotel occupancy rates decreased by 80% in the first half of 2020, according to research by the International Finance Corporation, which resulted in major employment losses and financial losses for hotel owners. (Shrestha, 2021)

Hotels in Nepal have had to modify their operations to comply with new health and safety regulations in order to deal with the pandemic's effects. Some of these modifications include establishing contact less check-in and check-out procedures, providing hand sanitizing facilities, and increasing the frequency of cleaning and disinfection. Despite these difficulties, the Nepali hotel market is enduring, and industry participants are attempting to create fresh approaches to draw travelers and revive the industry, (Shrestha, 2021).

### **2.3 Effect on Tourism, Hotels and Economy due to COVID**

One of Nepal's main industries and sources of income is tourism, which has been significantly impacted by the COVID-19 outbreak. Care Ratings Nepal (2020) wrote that Nepal Tourism has started a new marketing campaign called "Visit Nepal 2020" with the intention of attracting more tourists. The campaign was put on hold in March 2020 when Nepal went under lockdown as a result of the pandemic. It is impossible to promote travel this year because the COVID-19 virus is still widespread..

The pandemic's effects on the travel and tourism sectors are felt on a global scale. All areas of its extensive value chain, including travel, lodging, dining, tour operators, and gift stores, have been impacted. As a result, the industry has had a substantial economic impact on the nation. In accordance with a study published in the Journal of Tourism and Adventure (2020), global travel restrictions caused a preliminary loss of 14.37% to Nepal's economy.

According to Nepal Tourism Board (2020), 230,085 travelers visited Nepal in 2020, down more than 80% from the 1,197,191 tourists that came in 2019. The epidemic had a particularly negative impact on the travel and hospitality industries. Jobs were lost as a result of business, hotel, and tourist site closures, and the nation's revenue significantly decreased.

Although things have started to get better, the ongoing epidemic is still keeping travelers to a minimum. In the first eleven months of 2021, Nepal welcomed about 126,000 tourists. The most visitors since the pandemic started came in November, at about 26,487 by Nepal Tourism Board (2021). 26,135 tourists came in October, a huge rise from the 9,898 that came in September. Despite the fact that these figures are still low and the pandemic is far from over, they are encouraging. Tourists who have received all necessary vaccinations and those who have had a negative PCR test are exempt from quarantine, which has led to a gradual increase in the number of visitors. (Shrestha, 2021)

The pandemic's effects have not only been felt in the travel industry but also in hotels and the overall economy. Hotels will have to operate with lower occupancy until travel restrictions are lifted, which might have an impact on rising cleaning costs and other expenses. The cancellation of hotel and tourist reservations led to thousands of people losing their jobs, losing money, and facing threats to their livelihoods. There was a 2% decrease in visitor arrivals in January 2020 compared to 2019 was followed by the collapse of both domestic and international tourism. Due to COVID-19, the tourism industry lost 470,000 jobs, and only 37% of workers received 100% of their pay in February 2022. (Kunwar, 2021)

The pandemic has had an impact on Nepal's whole economy, not just the tourism sector. According to research by the ADB, the illness outbreak will affect practically every sector of the Nepali economy, reducing the country's GDP by up to 0.13% and creating up to 15,880 jobless individuals. The COVID-19 pandemic has hampered the economic development of the least developed countries, and nearly all of them will have medium-term growth that is weaker than projected before the epidemic, which will lead to a drop in living standards. (Ayushi Goyal, 2020).

In conclusion, Nepal's tourism sector, lodging sector, and overall economy have all been significantly impacted by the COVID-19 pandemic. Although the number of visitors is gradually rising, the pandemic is still there, and the sector has not yet fully recovered. The country will need to take action to lessen the repercussions of the epidemic because its effects will continue to be felt for years to come.

## **2.4 Demands and Pricing of Hotels**

The hotel industry is very reliant on pricing and demand. Demand for hotels depends on various factors such as location, seasonality, room availability, and pricing. Pricing is a key component of the hotel sector, and it can be established depending on the demand for hotel rooms. (Alrawabdeh, 2022)

The hotel industry was significantly impacted by the COVID-19 pandemic. The demand for hotel rooms decreased as people were not traveling due to restrictions and safety concerns. The vaccination campaign and the loosening of regulations in many nations have, however, increased demand for hotel rooms. People are now keen to travel and see new areas, and Nepal has emerged as a popular destination due to its natural beauty and affordability. The hotel industry is very reliant on pricing and demand. Demand for hotels depends on various factors such as location, seasonality, room availability, and pricing. Pricing is a key component of the hotel sector, and it can be established depending on the demand for hotel rooms. (Alrawabdeh, 2022)

Hotels must entice customers in a highly competitive industry by offering them great services and amenities. The experience of the guests can be improved by giving them coupons, making them feel welcome, meeting their wants, keeping the rooms, providing suitable internet services, and highlighting the hotel's culture and neighboring attractions. By doing this, the likelihood of repeat reservations can rise, and the guests may feel more at home. (Alrawabdeh, 2022)

Pricing is a critical factor in the hotel industry, and it can be determined based on various factors. Customer-based pricing, sometimes referred to as demand-based pricing, is a pricing strategy that centers on consumer demand. This strategy comprises price skimming, price discrimination, psychological pricing, package pricing, penetration pricing, and value-based pricing. Hotels frequently employ these pricing techniques to establish the cost of their guest rooms. (Wasfi Alrawabdeh, 2022)

The price of hotel rooms per night varies depending on numerous criteria, including quality, ratings, services, surrounding attractions, maintenance quality, marketing quality, packages, amenities, interior, security, etc. Hotels with higher quality ratings and better amenities often charge more than

hotels with lower ratings and fewer amenities. Hotels also provide various packages, such as honeymoon packages or adventure packages, which might range in price depending on the extras they offer. (Alrawabdeh, 2022)

Hotels can employ a variety of pricing techniques to boost business and income. Hotels, for instance, can employ differential pricing, where they charge various fees for the same room depending on when the reservation is made. Additionally, hotels may give discounts to visitors who reserve their rooms in advance or stay for an extended period of time. Offering promotional discounts to draw customers during off-peak times is another tactic. (Tatali, 2023)

In summary, demand and cost are important variables in the hotel market. Hotels need to attract guests by providing great services and amenities and adjusting their pricing depending on demand. Hotels can utilize a variety of pricing techniques to boost demand and income, but they must be adaptable and react to shifting market conditions. Due to the rising demand for hotel rooms, hotels must concentrate on offering outstanding services and amenities to attract clients and win their loyalty.

### **3 Service Quality in Hotels**

One of a hotel's key selling factors is its level of service, which is covered in this chapter. Since most individuals in the world always have Nepal on their travel wish lists, they will look for hotels to stay in. Here, we provide a comprehensive description of the standard of hotel service that Nepali travelers can expect.

#### **3.1 Definition of Service Quality**

Any hotel's success depends greatly on the caliber of its services. It is a reference to how satisfied they were with their overall hotel experience to how satisfied they were with their overall hotel experience. The success with which a hotel provides services and meets the requirements and expectations of its visitors is directly reflected in the degree of customer service it offers. (Bhuiyan 2021)

The way a hotel responds to the demands and concerns of its customers is among the most significant factors that influence that degree of service. When addressing the needs and worries of the guests, hotel staff members should be timely. This includes promptly and politely responding to inquiries for advice or information. The hotel personnel should go above and beyond to make customers feel special and cherished. (Bhuiyan 2021)

Cleanliness is an essential component of hotel service excellence. A hotel must be kept up-to-date and clean in order for guests to feel comfortable and satisfied. This entails keeping amenities like swimming pools and fitness centers, as well as public areas and guest rooms, tidy. A clean hotel makes a good first impression and improves visitors' experiences in general. (Bhuiyan 2021)

Crucial component of hotel service quality is comfort. Visitors should be provided with a comfortable environment, including soft beds, pillows, and a room with temperature control. When staying at a hotel, guests have certain expectations of comfort, and it is the hotel's responsibility to meet those expectations. The hotel should do all it can to make sure that visitors enjoy a comfortable stay. (Gumaste, Shahane 2020)

Another element that affects a hotel's degree of customer service is the staff's expertise. The staff at the hotel should be knowledgeable about the amenities, services, and neighboring attractions. They must be well-versed in the area and capable of giving visitors accurate and useful information.

The hotel's personnel ought to be aware of its policies, practices, and services. (Gumaste, Shahane Assistant Professor 2020)

Main component of hotel service quality is safety and security. Visitors should feel safe and secure while they are there, and the hotel should have the appropriate security measures in place. To maintain visitor safety, this entails putting safety procedures into place, granting guests secure access to their rooms, and keeping an eye on common areas. (Gumaste, Shahane Assistant Professor 2020)

Another essential component of hotel service excellence is personalization. The hotel should offer personalized services that take each visitor's needs into account. This includes making individualized suggestions for nearby activities, delivering specialized amenities or services, and customizing the client experience to suit their interests. (Gumaste, Shahane 2020)

In a hotel, good communication is essential for providing high-quality services. Visitors should receive courteous and efficient responses from hotel staff to any questions or concerns they may have. This involves giving brief and clear details on the hotel's rules, regulations, and services. Positive relationships between guests and hotel personnel can be developed, and the guest experience can be improved through effective communication. (Gumaste, Shahane 2020)

The goal of a hotel's service quality is to provide guests with an overall positive experience that goes above and beyond their expectations. It necessitates a number of elements, including quick attention to customer demands, cleanliness, comfort, staff competency, safety and security, personalization, and efficient communication. High levels of service quality can help a hotel stand out from the crowd, win over repeat business, and prosper over the long haul. (Wellington, E. 2020)

### **3.2 Technical Service Quality**

Technical service excellence is essential to a hotel's success since it immediately impacts the comfort and contentment of the guests while they are there. Technical service quality includes the physical amenities, equipment, and infrastructure that a hotel provides to its guests, and its components must be of a high caliber to guarantee the satisfaction of the guests. (Bhuiyan 2021)

Room quality is one of the key elements of technical service quality. The guest room's size, style, and cleanliness are crucial for fostering a warm and welcoming atmosphere for visitors. Having a comfortable, well-maintained room can make guests feel at ease and at home while they are there.

The physical state of the guest room, including the furnishings and facilities provided, also significantly influences the caliber of technical assistance the hotel provides. (Bhuiyan 2021)

Comfortable characteristics are a crucial component of technical service excellence. The quality of the mattresses, blankets, pillows, and towels offered to guests can have a big impact on how comfortable they are while there. To ensure that guests have a comfortable and delightful experience, hotels must guarantee that these products are of a high standard and are kept in good condition. (Bhuiyan 2021)

Another place where visitors anticipate excellent technical service is the bathroom. The experience of the visitor can be considerably impacted by the bathroom's cleanliness, usefulness, and standard of the shower, toilet, and sink. A clean, well-stocked bathroom may make a big difference in how comfortable and happy a visitor is while staying there. (Bhuiyan 2021)

Additionally, essential components of technical service quality are HVAC and ventilation. It is crucial for a hotel to be able to offer cozy lodgings, as well as airflow and ventilation, in order to make sure that guests are at ease during their whole stay. In order to keep the environment suitable for visitors, proper temperature management and ventilation systems are required. (Wellington, E. 2020)

In addition to lighting and soundproofing, there are other crucial elements that affect the technical service quality. The quality of the lighting and soundproofing can have a big impact on a visitor's ability to unwind and have a good night's sleep. A quiet and pleasurable stay can be guaranteed for guests with adequate lighting and soundproofing. (Wellington, E. 2020)

Technical service quality also heavily depends on the caliber and usefulness of guest-provided technology, such as high-speed internet, televisions, and other entertainment equipment. Hotels must make sure that these amenities are of excellent quality and are simple to use because guests demand reliable and convenient access to technology and entertainment. (Wellington, E. 2020)

Technical service quality must include components of safety and security. A hotel is required to give its visitors a safe and secure atmosphere, which includes installing sprinkler systems, fire alarms, and cameras. During their visit, guests should feel protected and secure. (Wellington, E. 2020)

Another important factor in the quality of technical services is accessibility. For guests with impairments, hotels are required to include accessibility facilities, including ramps, elevators, and accessible rooms. This guarantees that all visitors can take advantage of hotel amenities and have a pleasant stay. (Wellington, E. 2020)

In conclusion, the success of a hotel is significantly influenced by the caliber of its technological services. During their stay, customers' comfort and pleasure are significantly impacted by the caliber of the physical amenities, equipment, and infrastructure that a hotel offers. Hotels can deliver a fantastic visitor experience that meets or exceeds visitor expectations by maintaining high standards in room quality, comfortable features, bathroom qualities, HVAC and ventilation, lighting and sound-proofing, technology and entertainment, safety and security, and accessibility.

### **3.3 Functional Service Quality**

It is impossible to exaggerate the importance of functional service quality in the hotel sector. The effectiveness of the hotel's operations and the delivery of top-notch services to guests depend heavily on the quality of the services and practices that support the guests' experience. (Bhuiyan 2021)

The check-in and check-out processes are one of the crucial factors that influence a hotel's capacity to offer great service. As the first and last impressions that guests receive of the hotel, the check-in and check-out processes must be quick, accurate, and kind. The manner in which guests are treated and how the staff interacts with them might influence how the rest of the visit will go. (Bhuiyan 2021)

Housekeeping services are yet another essential component. The quality of cleaning services has a big impact on how guests are treated. The guest room's organization and cleanliness, the frequency of cleanings, and how quickly housekeeping reacts to guests' demands are all crucial elements. A neat and tidy room is essential to making visitors feel at ease and at home during their stay. (Bhuiyan 2021)

The provision of food and drink services is a crucial component of effective service quality. Critical elements are the quantity and quality of the menu choices, the effectiveness of the service, and the staff's professionalism. During their stay, guests demand high-quality food and beverage selections, and a hotel's capacity to deliver these services can significantly affect the experience of its visitors. (Bhuiyan 2021)

Additionally crucial are concierge services and guest services. As they are frequently in charge of scheduling appointments, giving recommendations, and arranging transportation, the concierge and guest services staff's responsiveness and subject-matter knowledge are crucial considerations. These services can greatly improve the visitor experience, and a hotel's capacity to offer them effectively can distinguish it from rivals. (Wellington, E. 2020)



Services for maintenance and repair are essential components of functional service quality. The quality, timeliness, and effectiveness of maintenance and repair services, as well as how quickly and effectively issues like plumbing or broken equipment are fixed, can all significantly affect how guests feel. Customers want their accommodations to be in good working order, and a hotel's capacity to handle these problems effectively can improve the experience for all visitors. (Wellington, E. 2020)

Employee growth and training are crucial, too. The quality and regularity of staff training and development programs are crucial components in ensuring that they are knowledgeable, approachable, and capable of providing first-rate customer service. Higher levels of service quality, more work satisfaction, and a lower staff turnover rate can all be attained by making an investment in employee training and development. (Wellington, E. 2020)

In conclusion, a hotel's functional service quality is essential to producing a positive visitor experience. Effective service that surpasses or meets client expectations can differentiate a hotel from its rivals, bringing in repeat business and excellent ratings. By paying attention to details like check-in and check-out procedures, housekeeping, food and beverage services, concierge services, maintenance and repair, and employee training and development, hotels can ensure that their guests have a comfortable and enjoyable stay.

### **3.4 Internal Service Quality**

Internal service quality in a hotel refers to the standard of the working environment, corporate culture, and departmental cooperation. It is a crucial element that can impact a hotel's overall effectiveness and success. A high-quality internal service encourages employees to be more engaged and motivated, which enhances their ability to serve consumers and increases customer satisfaction and loyalty. On the other hand, poor internal service quality can result in low morale, a high staff turnover rate, and eventually a loss in the hotel's reputation and profitability. (Bhuiyan 2021)

One of the most important factors that has an impact on a hotel's internal service quality is employee engagement. Employees who are engaged are more likely to feel appreciated, motivated, and committed to their work, which leads to greater job satisfaction and improved performance. Hotels must give their staff members fulfilling work, chances for advancement and development, fair compensation, and a supportive workplace culture in order to increase employee engagement. (Bhuiyan 2021)

One of the key factors influencing a hotel's internal service quality is employee engagement. Higher job satisfaction and improved performance are more likely among engaged workers because they are more likely to feel appreciated, motivated, and committed to their work. Hotels must give their staff members meaningful work, chances for advancement, competitive pay, and a supportive work atmosphere in order to increase employee engagement. (Bhuiyan 2021)

Building and maintaining internal service quality requires training and development programs. These initiatives assist staff members in acquiring the abilities and information required to offer consumers high-quality services. Hotels must make a significant investment in consistent, thorough training programs that cover every area of hotel operations and service standards. To keep staff members informed of the most recent trends and best practices, training needs to be tailored to the particular requirements of each department and should be ongoing. (Wellington, E. 2020)

Finally, management and leadership are crucial in determining a hotel's internal service quality. In addition to setting a good example for their team members, leaders must offer them assistance and clear guidance. Additionally, they must effectively convey the hotel's objectives and core principles and motivate their staff to share their vision. In order to maintain their employees' motivation and engagement, managers must regularly provide them with feedback, coaching, and praise. (Wellington, E. 2020)

In conclusion, a hotel's success is significantly influenced by the caliber of its internal services. Hotels may build an atmosphere that promotes good internal service quality by concentrating on employee engagement, corporate culture, training and development, teamwork and collaboration, and leadership and management. Customers are more likely to be happy and loyal when staff members are motivated, engaged, and well-equipped to give outstanding service, which ultimately contributes to the success of the hotel.

## 4 Methodology

### 4.1 Research Methods for Improvement of Hotels

For development and to improve the condition of hotels in Nepal, we need to do a survey, improve the results and find out the conclusion. This is done by proper plan and process. First we prepare the review questions on paper and Google sheets, prepare interview questions and feedback questions on hotels for customers and service providers from the perspective of people in hotels after COVID-19. Then distribute and collect those questions to hotels and resorts in large numbers for better analysis.

Study of the current situation of hotels in a country, comparison with other countries, demand of clients for the service and condition of hotels as per the economy and development of the country. Creating a graph, table or chart of all those comparisons and challenges from the view of hotels and customers. Finalizing with the better conclusion of opportunities and development of hotels in Nepal.

There are several research methods that can be used to improve hotels in Nepal. Some of these methods include:

1. Surveys: Using surveys to gather information on how satisfied customers are with various areas of the hotel, including the level of service, cleanliness, amenities, and overall experience, can be useful. You can conduct surveys in person, online, or by email.
2. Focus groups: In focus groups, a small number of visitors or prospective visitors are gathered to talk about their impressions of the hotel, pinpoint areas that could use improvement, and offer comments on potential solutions. This approach can offer priceless qualitative information and perceptions on the wants and preferences of visitors.
3. Customer feedback forms: Giving visitors comment cards to fill out in their rooms or at the front desk can be a quick and efficient way to get their opinions on the service. There may be room on these comment cards for guests to add additional remarks or inquiries about the hotel's various features.
4. Mystery shopping: Mystery shopping involves paying people to pretend to be visitors so that they may assess the hotel's amenities and customer service. This approach can help discover areas for improvement and offer unbiased criticism on any shortcomings the hotel may have.

5. Online reviews: Tracking and examining online reviews on sites like TripAdvisor, Google Reviews, and Booking.com can offer useful information about how visitors see the hotel. Finding opportunities for improvement and learning about the requirements and preferences of visitors can both be accomplished by analyzing these reviews.

In order to learn more about how visitors view the hotel, discover potential areas for development, and create plans to improve both the guest experience and the hotel's overall performance, researchers can utilize a combination of these research techniques.

## **4.2 Qualitative Research Approach**

This chapter is all about the reality of the hotel market in Nepal. To find out the present condition of the hotel market and its future in people's eyes, data will be collected from customers, local people, hotel owners, and people who work in hotels. The details about collecting the data and analyzing the data will be described in this chapter, which could be used to describe the challenges and opportunities of the hotel market in Nepal.

The GDP of Nepal is greatly boosted by the hospitality sector, which is a significant sector of the nation's economy. Nepal's hotel industry is diversified, offering everything from high-end luxury hotels to reasonably priced lodges and guesthouses. The Nepali hotel market, like any other sector, faces opportunities and obstacles that can limit its expansion and sustainability.

This study used a qualitative research design, which entails gathering and interpreting non-numerical data, including words, images, and observations. Online surveys and in-person interviews with hotel owners and staff were used in the data collection procedure. The study questions the researchers developed helped them concentrate on particular regions of the Nepali hotel sector.

The research question is one of the key elements of qualitative research. It acts as a framework for the research and aids in condensing a large area of interest into a more focused field of study. In qualitative research, the researcher's job is to try to understand the ideas and feelings of the study participants. This is a difficult assignment since it entails getting individuals to talk about matters that may be highly personal to them.

People and their social realities, how the social world is understood, experienced, interpreted, and constructed, as well as both individual and group meanings, interpretations, practices and behaviors, and social processes, are all topics of qualitative research. According to the research approach utilized in this study, the Nepali hotel market was portrayed in a complex, comprehensive way using the in-depth perspectives of informants gathered in a natural environment.

In terms of research technique, formulating a research question helps to focus an expansive area of interest into a single field of study (Creswell, 2014). Along with hypotheses, research questions provide a framework for direction. The role of the researcher in qualitative research is to attempt to access the thoughts and feelings of study participants. The task of qualitative analysis is challenging because it entails asking people to discuss topics that may be extremely sensitive to them.

Creswell defined qualitative research as an investigation procedure for comprehending a social or human problem that relies on the creation of a complex, comprehensive image with words, reporting in-depth perspectives of informants, and carried out in a natural context. According to C.C. Crawford, research is just a methodical and polished way of thinking that makes use of specific tools, methods, and procedures to find a problem's more suitable answer. Qualitative research, which has its roots in the social sciences and is concerned with individuals and their social reality, as described by Bryman (2004). It examines how people understand, experience, interpret, and construct the social world as well as their own and other peoples' meanings, interpretations, practices, and social processes.

In qualitative research, rigor refers to the systematic, thoughtful approach used in the study as well as a clear, convincing justification of the methodology and methods used to reach the conclusions. The research's quality depends on preserving alignment between the three key principles of qualitative research: the research topic, researcher orientation and reflexivity, and methodology.

Research questions should answer more than “yes” or “no” and provide some facts. Instead, they should necessitate the writer's research and analysis. They often begin with “How” or “Why.” The following five research queries are crucial to our work:

- What information do I need?
- How can I locate information?
- Which data can I rely on?
- How can I incorporate fresh knowledge into my writing?

➤ How should I utilize information morally?

It is crucial to make the survey questions clear, concise, straightforward, consistent, and self-explanatory while creating them. Ambiguous words or phrases in a question may be understood differently by various respondents, which could have an impact on the validity and dependability of the information gathered. The population for whom the researchers aim to draw generalizations from the sample data must be specified by the researchers. When constructing the questionnaire, they must also create a sampling frame and consider elements like the desired respondents' age, education, and other characteristics.

This chapter concludes by outlining the methodology used to gather and examine information about the Nepali hotel business. Because it enables a thorough examination of the experiences and views of the parties involved, qualitative research is an effective method for comprehending the difficulties and opportunities faced by the hotel market in Nepal. The accuracy and dependability of the data gathered can be ensured by carefully crafting research questions, creating efficient survey questions, and preserving alignment between the study question, researcher orientation and reflexivity, and technique.

### **4.3 Methods of Data Collection**

Any research project's data collection method is essential, and it entails carefully obtaining, monitoring, measuring, and evaluating reliable information. There are various stages that researchers should take to assure the quality of the data obtained, and the process for collecting data might vary based on the sort of research being done.

A specific study question must exist before the data collection procedure can begin. The research method should be guided by the research topic, which should be distinct, narrow, and testable. A well-crafted research question offers a framework for delving into the subject of interest and aids in examining the issues raised by the field of study. (Ratan S. K., Anand T. and Ratan J. 2019)

When gathering data, it is crucial to adhere to a precise approach and process. This makes it easier to gather, store, and process the data. Additionally, researchers should locate the sources from which the data can be gathered and rank the instances according to their importance and urgency. Instead of being descriptive, the data gathered should be precise and analytical. (Ratan S. K., Anand T. and Ratan J. 2019)

The next stage is to organize and analyze the data after it has been gathered. The information must be set up so it is easy to explore and make judgments. Prioritizing cases according to importance and urgency can help researchers locate the sources from which to get data. The information gathered needs to be analytical, precise, and targeted. (Ratan S. K., Anand T. and Ratan J. 2019)

Data fusion and integration should be established for more data sets in the system for use in different instances, and the data should be modeled to make it easier to study in greater depth. To deliver results that may be taken action on, an analytical engine should be created to analyze database queries based on urgency and high-value data at the outset. (Ratan S. K., Anand T. and Ratan J. 2019)

The data must be represented and presented in an understandable manner. Summaries, tables, charts, diagrams, graphs, or a combination of these can all be used to present this information. Researchers can see trends and make inferences thanks to data visualization. (Eberhard K. 2023)

Data can be classified as either qualitative or quantitative. Quantitative data can be quantified, whereas qualitative data refers to characteristics that cannot. Researchers can employ either qualitative, quantitative, or both types of data depending on the study topic and the type of data required. (Eberhard K. 2023)

Once the study topic has been established, the next step is to decide on the type of data gathering methodology that will be used. (Muhammad S. 2016) There are many different methods for gathering data, including surveys, interviews, focus groups, ethnography, secondary data collection, observations, and experiments. (Bhandari P. 2022) The sort of data collection technique to be used will depend on the research question and the type of data needed. Quantitative data can be quantified, but qualitative data relates to unquantifiable characteristics. Any one of them, or both, can be used. The most typical data collection technique we can use is:

- Study
- Survey
- Ethnography
- secondary data collecting
- archival research
- Interview and focus group are among the methods used.

Researchers should examine the system to determine where there are data and information gaps, find solutions for those gaps, and look for new data. To further the data gathered for analysis, they should review, redesign, and revise it.

It is vital to create a research question (RQ) for any investigation before commencing it. It helps to explore and deliver the concerns in that area and gives us the points we need to conduct an investigation. (Ratan S. K., Anand T. and Ratan J. 2019) So, for any kind of study, generating research questions is essential. The rules for formulating effective research questions are as follows:

- Clear and focused.
- It shouldn't be overly broad or too narrow.
- Very difficult to answer.
- Not too challenging to respond.
- Researchable.
- analytical as opposed to descriptive.

After gathering the necessary information, we must organize it before beginning the analysis, which will provide the solid foundation for our research. So, the approaches to this entire procedure are as follows:

- Set the goal by concentrating on the necessary data.
- Sort the cases according to importance and urgency.
- Locate a source where data can be gathered.
- We must draw conclusions from the data collected in order to have a clear notion and conclusion.
- Create an architecture based on the data obtained for additional summaries and analysis.
- Model the data to make deeper data exploration easier.
- Building data fusion and integration for more data sets to be used in the system for various circumstances.
- Build an analytical engine that aids in the database's analysis of queries based on urgency and high-value data at the outset to aid in the production of findings that can be put to use.
- The data must be represented visually and given in summaries, tables, or charts.
- Review the method that aids in identifying the discrepancy between data and information.
- Find a way to fill in the data gaps and look for fresh data.
- To improve the data gathered for analysis, review, redesign, and revise it.

The data is gathered, chosen, narrowed down, concentrated, abstracted, and converted to provide a structured set of information that allows for the easy interpretation of a consequence. The data that



is gathered can be displayed in summary or visual data formats, including charts, tables, diagrams, graphs, or any combination of these, to help researchers identify trends and draw connections.

In conclusion, the data collection process is a critical aspect of any research project. When collecting data, it is crucial to have a defined research question, select the best data collection strategy, and adhere to a set technique and procedure. To reach insightful conclusions, the data must be arranged, examined, and visualized once it has been gathered. These steps can help researchers make sure that the information they gather is correct and pertinent to their study issue.

#### **4.4 Planning Process**

To open up potential for the Nepali hotel business, the study was carried out. To have a better grasp of the market, it was critical to comprehend the requirements and preferences of travelers, hotel guests, hotel room bookers, hotel employees, and hotel managers. Research was done among market participants and those connected to the author's friends in order to accomplish this. They were expected to give honest responses that were correct because they were essential to the study.

20 customers were given questionnaire and 20 hotel owners were interviewed. The questionnaire for customers and interview questions with hotel owners can be seen in Attachment 1.

The consent of the respective hotels was sought before contacting the participants. The hotels were informed of the purpose of the study and requested that study participants use their facilities. To the various emails of the hotels, Google queries with multiple choice questions and succinct responses were sent. The form, which should take about 10 minutes to complete, was sent to the hotels and instructed to be filled out completely.

According to the preferences of the participants, personal interviews, WhatsApp calls, Viber calls, and the email form were also used. This strategy was adopted since it would save both parties time, money, and effort. The hotels gave information on their time zones, gender, age groupings, and internet connection capabilities. The hotels were invited to complete a Google form, which was given to them. During the interview, additional questions were posed over the phone.

The questions considered during the planning stage centered on the thesis's ultimate outcome and were based on the literature. The questions were made to be simple to read and respond to. The wording for the questions was maintained based on the preferences of the participants. In addition to English, questions were also created in Nepali. For those who wished it, the Nepali language was used; otherwise, all forms were filled out in English.

Before inviting the participants to fill in the surveys or phoning them for an interview, a consent form was presented for them. The permission form outlined the goal of the research and the expected outcomes. Before the research could continue, participants were asked to sign a consent form. The participants were then asked to complete the form or were interviewed after they had signed the consent form.

To make sure that the participants gave honest responses, the interviews that were performed over the phone were recorded. To make sure the participants were giving truthful answers, their body language was also watched. The taped interviews were afterwards transcribed and examined to gain insights into the requirements and wants of the participants.

In conclusion, the goal of the study was to create opportunities for the Nepali hotel market. Research was done among market participants and those connected to the author's friends in order to accomplish this. The research was conducted through email forms, WhatsApp calls, Viber calls, and personal interviews based on the participants' preferences. The terminology used in the questions was kept at the participants' discretion and was intended to make them simple to understand and respond to. Before asking the participants to fill out the form or be interviewed, a consent form was provided. The interviews were recorded and later transcribed to gain insights into the needs and wants of the participants.

To view the Interview Questions Document, please see Appendix 1. For the smooth process of the interview, an interview script was created. Please see attachment 3.

#### **4.5 Semi-Structured Interview**

In research projects, semi-structured interviews are a popular technique for gathering qualitative data. With this method, the researcher can examine the research topic with open-ended inquiries as well as a prepared set of questions. Semi-structured interviewing can promote uniformity among participants while preserving interview process flexibility.

In a semi-structured interview, the researcher usually begins with a series of pre-planned inquiries intended to delve further into the research question. These inquiries are frequently open-ended, allowing participants to elaborate and share their thoughts and experiences. To further elucidate or elaborate on a participant's response, the researcher may also pose additional questions.

The ability to conduct semi-structured interviews in a more casual and conversational manner is one advantage of using them in qualitative research. Participants are able to express their thoughts and

feelings in a way that is significant to them because the questions are open-ended. Rich, comprehensive data that accurately reflects the intricacy of the research issue can result from this.

The ability to customize semi-structured interviews to the unique requirements of the research study is another advantage of adopting them. A more individualized and adaptable strategy for data collection is made possible by the researcher's ability to change the questions or add new ones based on the replies of the participants.

1. Semi-structured interviews help to focus on the topic of interest as well as explore other information related to the research topic. Delve lists the following characteristics of semi-structured interviews to help you understand how they differ from other types of data collection:
2. In qualitative research, semi-structured interviews are utilized to gather qualitative, open-ended data.
3. A formal interview between the researcher and participants is conducted.
4. The researcher creates and uses a list of open-ended questions, interview themes, and an interview guide.
5. The open-ended questions enable the researcher and participants to delve further into the subjects of interest.
6. The researcher adheres to the interview outline, but they are free to deviate from it and talk about other subjects whenever they see fit.
7. It entails a thorough investigation of the experiences, convictions, and ideas of the participants..

According to Kuzel (1992, quoted in Saunders (2012) and Cresswell (2007), a heterogeneous population would need between 25 and 30 interviews, and semi-structured/in-depth interviews need a minimum sample size of between 5 and 25.

"An interview is a purposeful exchange of ideas, the answering of questions, and communication between two or more people," claim Scott and others. An 'interview' is often a face-to-face dialogue between a researcher and a participant in which the participant provides information to the interviewer (Cresswell, 2012).

Due to their adaptability and versatility, semi-structured interviews are a preferred method for gathering qualitative data (Kallio et al. 2016). They are conversations where the researcher is prepared with a list of questions and a base of information to assist direct the discussion (Fylan 2005).

In general, interviews are a useful tool for qualitative researchers who want to gather in-depth information on a particular subject. This approach can help to maintain consistency and rigor in the data

collection process while also allowing for flexibility and depth in the responses gathered because it allows for open-ended responses and also gives the interview process structure.

**In this study I conduct semi- structured interviews during May 2023 and interviewees were from Hotel Industry of Nepal.**

#### **4.6 Content Analysis**

Content analysis is a process used in research, which helps to determine the presence of particular words, themes, or concepts among given qualitative data. This content analysis is used to gather the intended data, with the help of relevant information. Both quantitative and qualitative content analysis are possible; the former is centered on counting and measuring, while the latter is centered on interpreting and comprehending.

Research methodologies like content analysis are frequently utilized in several disciplines, including marketing, media studies, and the social sciences. It is a methodical process that uses patterns, themes, and concepts to evaluate and interpret qualitative data. Finding significant insights in the data and coming to decisions based on those insights are the major goals of content analysis.

There are various steps in the content analysis process. Defining the study question and choosing the data source come first. Create a coding scheme, or a set of categories, that will be used to examine the data after choosing the data source. This entails determining the major ideas and topics pertinent to the study subject.

The data must then be coded, which involves classifying it according to the coding system. The process can be carried out manually or with the use of content analysis software. The data must then be analyzed by looking for patterns and themes after being coded. This entails looking at the information to find similarities, contrasts, and connections between the categories.

Both quantitative and qualitative content analyses are possible. In quantitative content analysis, statistical techniques are used to examine the data in order to ascertain the frequency and pervasiveness of particular themes and concepts. This kind of analysis is frequently employed in marketing research and media studies. Comparatively, qualitative content analysis focuses on deciphering and comprehending the significance of the data. Sociology and anthropology are two social disciplines that frequently employ this kind of investigation.

Conceptual analysis and relational analysis are the two categories of content analysis. The goal of conceptual analysis is to locate a specific concept or topic in the data and determine how frequently

it appears. For instance, research on how people feel about climate change would concentrate on how often words like "climate change," "global warming," and "greenhouse gases" appear in news reports. The relationships between concepts in the data are examined in relational analysis. For instance, research on the representation of gender roles in advertising would concentrate on the connections between the gender of the characters, the promoted product, and the message.

Content analysis is a research technique for the objective, systematic, and quantitative description of the evident content of communication, according to Berelson's definition from 1952. According to Krippendorff (2004), content analysis is a research method for drawing conclusions about the context of use from texts (or other significant material). According to Downe-Wambolt (1992), content analysis is more than just counting because it aims to relate the findings to the setting or context in which they were created.

The following are some benefits and drawbacks of content analysis that Amy Luo (2022) shared with us:

- Discreet data collecting i.e., can do information analysis without direct participation from individuals.
- Transparent and repeatable processes that contribute to more reliable results.
- It is very adaptable and inexpensive to analyze anywhere, at any time.
- The analysis may become reducible if a particular phrase or set of words is the focus.
- Because content analysis is subjective, outcomes have lower dependability and validity.
- It takes a lot of time and is challenging to automate while coding.

To sum up, content analysis is an effective research technique for examining qualitative data. It enables researchers to locate themes, concepts, and patterns in the data and make judgments based on their findings. Both quantitative and qualitative research can benefit from content analysis, which comes in two flavors: conceptual analysis and relational analysis.

#### **4.7 Reliability and Validity**

How well a method measures the criteria for reliability and validity is important in research. Data must be consistent in order for results and conclusions to be delivered, which is what reliability is. Validity is the accuracy of the data that provides us with information if the outcomes of the data

collection enable us to draw a conclusion from it. The same outcome that we obtain from several sources is trustworthy, but the validity of the outcome is what is genuinely required. (Fiona Middleton 2023)

Results are considered accurate if they are true and valid. Results that are consistent can be considered reliable. That indicates that the outcome remained consistent over numerous studies. Not all accurate and valid results are reliable. In reality, because we consistently receive incorrect answers, even dependable outcomes are frequently inaccurate. In order to arrive at precise and trustworthy results, additional tests were conducted. (Fiona Middleton 2023)

The consistency and stability of study results or data across time, among various samples or observers, or under various circumstances is referred to as reliability. If the findings of a study can be regularly reproduced using the same techniques and procedures, it is regarded as reliable. Numerous techniques, including test-retest reliability, inter-rater reliability, and internal consistency reliability, can be used to evaluate reliability. (Fiona Middleton 2023)

When a person is evaluated twice using the same test, the results should be comparable. This is known as test-retest reliability. Test-retest reliability refers to the degree of consistency of test scores across time. Inter-rater reliability is used to assess the consistency of observations made by several observers or raters. The degree of consistency of items within a test or scale is referred to as internal consistency reliability. (Fiona Middleton 2023)

The correctness of the inferences made from a study or the degree to which a study measures what it is intended to assess are both examples of validity. Inter-rater reliability is used to assess how well observations are consistent across different observers or raters. (Mohajan ,Haradhan 2017)

The degree to which the subject matter of a test or measurement is indicative of the phenomenon it is meant to assess is referred to as content validity. The degree to which a test actually measures the theoretical construct it is intended to examine is known as construct validity. The degree to which a test result or measurement is related to an outside norm or criterion is referred to as its criterion validity. (Mohajan ,Haradhan 2017)

The outcomes of research that are truly needed and planned are known as validity results. In quantitative research, an outcome is valid if a notion is precisely measured. The legitimate result is based entirely on accuracy metrics, so you can also be informed of an accurate outcome. (Kelly, 1927) introduced the idea of validity and argued that a test is legitimate if it measures the things that it claims to assess.

There are various approaches to testing reliability. The types include internal consistency, parallel forms, inter-rater, and test-retest. In order to conduct this study, a group of people were asked the same questions. Tests for validity are conducted in a variety of ways, including those for construct validity, face validity, content validity, internal validity, external validity, and statistical conclusion validity. (Mohajan ,Haradhan 2017)

In order to guarantee the quality of study findings and data, reliability and validity are both essential. Without validity, the results could not be accurate or meaningful, and without reliability, the results could not be believed or repeated. By choosing proper measures, employing acceptable methodologies and procedures, and making sure the data collected is representative of the construct being examined, researchers can assure the reliability and validity of their investigations. (Mohajan ,Haradhan 2017)

#### **4.8 Ethics Consideration**

The term "ethical considerations" refers to a set of rules for study design and conduct. These guiding principles include voluntary participation, informed consent, anonymity, confidentiality, risk of harm, and results communication. ( Bhandari, 2021)

According to the ethical considerations recommended by Bryman and Bell, this research has been assembled. The 10 criteria listed below, according to Bryman and Bell (2007), are the most important rules for ethical considerations in dissertations:

1. No harm of any kind should ever be done to research participants.
2. Priority should be given to respecting the dignity of study participants.
3. Before the study begins, participants should give their full consent.
4. The confidentiality of research participants must be protected.
5. Research data confidentiality needs to be protected to an adequate level.
6. The research participants' and organizations' anonymity must be guaranteed.
7. Any misrepresentation or exaggeration of the research's goals and objectives must be avoided.
8. Any affiliations, funding sources, and any conflicts of interest must all be disclosed.
9. Honesty and transparency should be used in all communications relating to the research.
10. False information of any kind and biased reporting of primary data findings must be avoided.

Ethics should always be taken into account when conducting market research on hotels. The informed consent issue is one of the most important ethical issues. The nature and objective of the study should be adequately disclosed to participants, who should then willingly consent to participate. This means that the purpose of the study, the researchers' role in it, the methods used to acquire the data, and the intended use of the data should all be made abundantly clear. Before deciding whether or not to engage, participants should have the chance to pose questions and have any issues addressed.

Among the most important ethical factors to bear in mind are:

1. Informed Consent: Consent given willingly by participants who have been fully informed of the study's nature and objectives is known as informed consent.
2. Confidentiality: All information gathered must be kept private, and participants' identities must be safeguarded.
3. Privacy protection: The research shouldn't infringe on participants' rights to privacy and shouldn't reveal any information about them that could endanger them.
4. Preventing injury: The participants in the study should not experience any physical or psychological harm as a result of the research.
5. Fairness: The study must be carried out without bias or prejudice toward any one group and in a fair and impartial manner.
6. Debriefing: After the study is finished, participants should be given a chance to learn about the results and ask questions.
7. Respect for cultural values: Researchers should be mindful of the participants' cultural customs and values and make sure their research does not go against them.
8. Regulation observance: When doing research, researchers are required to abide by all applicable laws and rules.

Before beginning their research, researchers should make sure they get the requisite ethical clearances from the appropriate ethics committees. The research proposal will be examined by these committees to make sure it complies with ethical requirements. Following ethical guidelines can help



researchers conduct their research in a responsible and courteous manner, which will help participants trust them and provide legitimacy to the research findings. (Nepal Health Research Council (NHRC), 2015)

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This chapter focuses on various planning, research, and data collection techniques. Data collection processes are quickly introduced, planning for them is shown in detail, and research techniques are detailed and explained. It is now necessary to identify the ethical and dependability issues, which are further covered in this chapter.

## **5 Results**

### **5.1 Data Collection, Reduction and Display**

This chapter examines the analysis of the information gathered from 20 participants who were hotel customers in order to respond to the research question. For a qualitative analysis, four steps are used: data collection, data reduction, data display, and data interpretation. An interview and a Google Sheets questionnaire were used to perform the study. A few interviews were performed over the phone or in person, and participants completed the questionnaire via email. It took about 10 days to get all the data in April 2023. After being asked for their consent, all of the participants happily filled out the questionnaires and participated in the interviews.

Any research, including that done on the hotel market, needs to have data collected, reduced, and displayed. Data collection entails methodically compiling information pertinent to the study's subject or issue. Numerous techniques, including surveys, interviews, observation, and secondary data

sources, can be used to gather the data. The information gathered must answer the research question and be accurate and trustworthy.

Data reduction comes next after data collection. To make the gathered data more manageable and analyzed, it must be organized and summarized. Data coding, categorization, and grouping are examples of data reduction approaches. This process aids in finding data patterns and themes that might not have been obvious during the data collection phase.

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The data reduction process started when the data had been adequately gathered. During the data reduction process, the pertinent information was selected, and it was then distilled into concise sentences for presentation. Some of the collected data were highlighted, while other data were eliminated as appropriate for this study. The client perspective and the hotel perspective were separated into two categories for the data analysis. The interview questions and answers are offered along with their benefits and drawbacks so that readers may completely comprehend the challenges and strategies of hotel market development.

The hotel would benefit from having more knowledge of the participants' gender, age, and country of origin. Of the 20 participants, eight were female and twelve were male. The vast majority of the participants were in the 25 to 40 age range. The data chart is shown in percentage form in the appendix and is necessary for a thorough understanding of the research.

Data collection, reduction, and display techniques can be used in hotel market research to spot patterns and trends in consumer behavior, preferences, and satisfaction levels. Hotels can find areas where their services and amenities can be improved to better suit guests' requirements and preferences by gathering and analyzing data on customer experiences, for instance. Data visualization techniques like graphs and charts can assist in identifying issue areas, visualizing customer satisfaction trends over time, and gauging the success of actions.

In conclusion, gathering, reducing, and displaying data are crucial phases of any research, including that on the hotel industry. Researchers can improve hotel amenities and services, thereby boosting the guest experience, by gathering and analyzing data, identifying patterns and trends, and drawing conclusions.

The majority of the data is presented as pie charts, bar charts, and statements to help the reader comprehend how the statistics relate to the questions. Charts offer a regular pattern with percentage results that are easy to represent. The information acquired from Google Forms is already presented to us in pie charts, so there is no need to convert the data into percentages. Through short question and answer sessions, it was possible to draw conclusions from those pie charts with percentages and learn what guests think of hotels as well as what hotels think of the hospitality industry. Additionally, certain conclusions were drawn from discussions with a small sample of tourists and hotel owners. All results are displayed in the appendix. Views of questions are shown in Appendix 4.

## **5.2 Insights of Customers**

Utilizing online Google Forms and some direct inquiries to hotel owners and clients, the investigation was conducted. 15 semi-structured interview questions are included, covering topics including basic client data, guest feedback on the hotel, and the hotel's viewpoint on the hospitality sector and how to grow it.

When all the data were merged, eight women and twelve men were discovered, indicating that men travel and book hotels more frequently. Some hotel visitors respond differently than others to the amenities and level of service offered. They asked about the hotel's services, settings, food, COVID-19 modifications, and other things.

Numerous patrons expressed satisfaction with the top-notch service standards offered by Nepali hotels. The following are some examples of the participants' nice comments:

*"Excellent location & flourish full of nice decorations."*

*"The hotel was close to a bus stop by walking."*

*"Best food with best hospitality," "Great service, very warm welcome, and awesome service."*

*"Always greets us with a smile. (Very friendly staff who give great service) staff are very cordial and helpful."*

*"Great breakfast with a lot of options."*

*"Good value."*

*"Eco friendly environment."*

*"Outstanding and perfect service, amenities, and staff."*

*"Overall good ambience, environment, food, people, presentation and live music, Spacious, variety of food, and on call service."*

*"Nice amenities, including a sauna, a small gym, and a swimming pool. The establishment's wonderful spa, rooftop sitting, and small little restaurant are its highlights."*

*"Room size - room was spacious, the bed large and comfortable, and the WiFi is fast and reliable."*

*"The bathroom was well-equipped, and with plenty of hot water."*

Numerous guests have voiced their displeasure with the level of service provided by Nepali hotels. The adverse answers from participants are listed below:

*"Check-in time was not proper but had to wait an hour."*

*"Not providing the lodging as requested or earlier confirmed, or canceling with a technical issue as justification."*

*"Bad odor, dirty switches, dusty rooms, and unclean windows with insect remains."*

*"Dinning hall's aisles are narrow, difficult to walk around."*

*"You will find huge food menu but taste is no different from other regular good hotels."*

*"Food was not clean, resulting in a severe case of food illness."*

*"Staff may became very aggressive for payment of the bill without considering the facts."*

*"Bad Experience."*

*"Racist Behaviour."*

*"The hotel's access road is terrible."*

*“The hotel’s operations are seriously flawed, and you can see mattresses and mattress coverings in the hallway. The balconies in the rooms are nice, but when you look down, you see mops, brooms, and hanging towels.”*

*“Maintenance is so bad - empty soap dispenser, broken gym equipment etc.”*

*“AC did not function well.”*

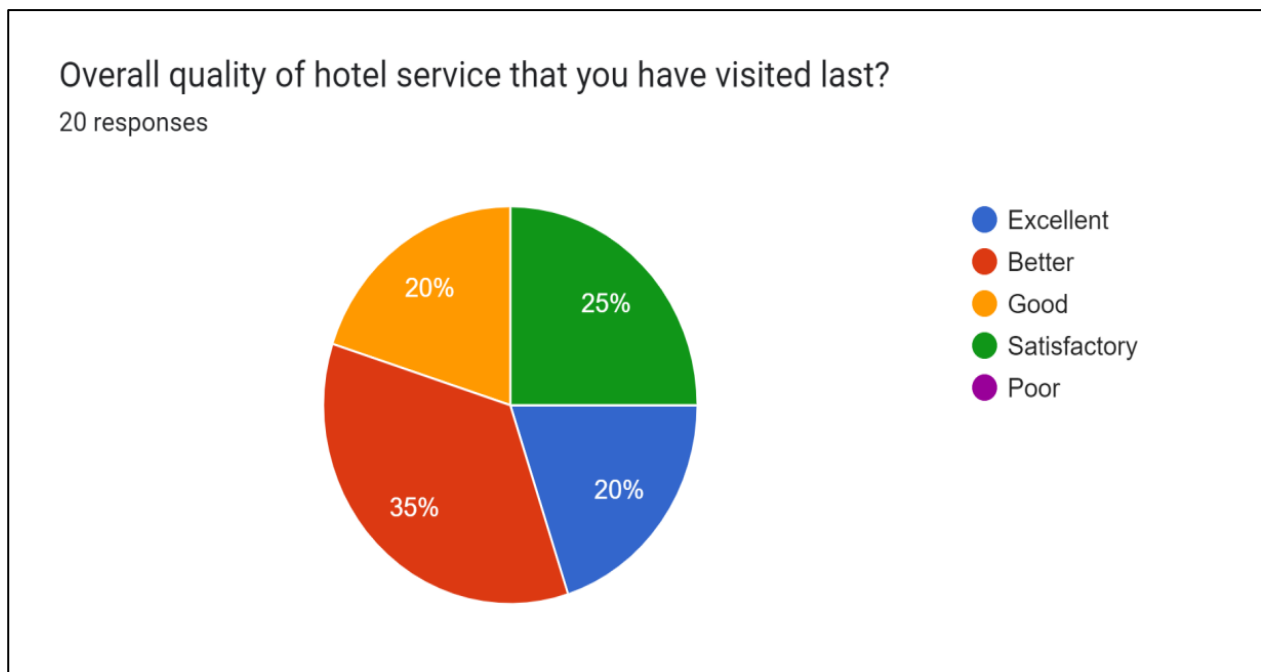
*“Bathroom was pretty poor in every way.”*

*“Noisy room.”*

*“Room was lacking in cleanliness, dittos the bathroom. Didn’t want to remove shoes, or take a shower.”*

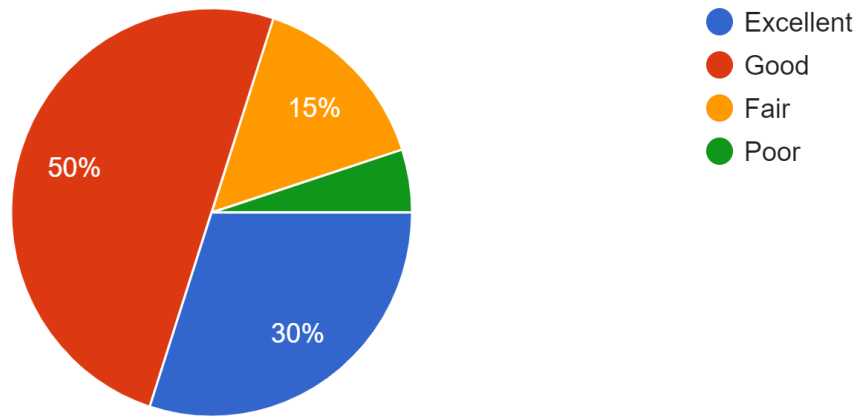
### **Charts of Answers for Interview Questions**

From Clients



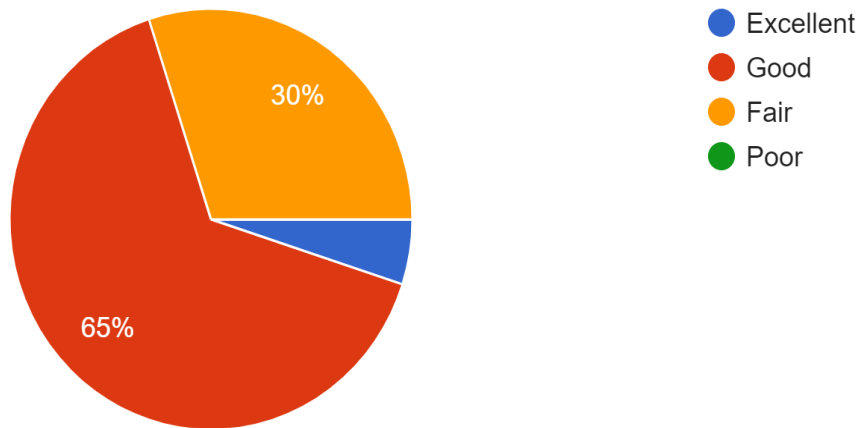
### Cleanliness of hotel area and its surroundings that you visited last?

20 responses



### Overall quality of food of hotel in Nepal?

20 responses



### 5.3 Insights of Hotel owners

Hotel owners were asked various questions regarding their enterprises in the hospitality industry. Questions were posed concerning the COVID-19 service, safety procedures following a natural disaster, and whether or not the business was satisfactory. Modifications done by the hotel in response to COVID-19's question via Google Form.

The following comments were given by respondents to the question of whether hotel services changed as a result of the discovery of COVID-19:

*"We clean the hotel's parking lot, front desk area, and regularly used guest rooms."*

*"To prevent the spread of any viruses, it was asked that everyone keep their distance from one another."*

*"The distance is kept in parking according to safety regulations."*

*"Compulsorily mask is given to the customers and are ask to sanitize hands when are outside the room."*

*"Customers must fill out a form relating to any running viral symptoms before they may participate in swimming."*

*"Restaurants' interiors are meticulously sterilized, and dining tables are set apart for distinct groups of diners.."*

*"Hotel are preferring less staff and they started cost effective module."*

The question related emergency plan regarding natural disaster was asked via Google form. The respondent answers related the emergency plan provided to be secure from natural disaster are:

*"Nothing related to an emergency plan for a natural disaster is stored or offered."*

*Hotels in the area: "Fire alarms are retained for emergencies."*

*"Exit door are provided in case of earthquake."*

*"All areas of the hotel are equipped with fire alarms and water hoses."*

*"Protocols and safety tips are provided through hanging pamphlet in everyone room."*

*"Quick Evacuation, Fire Alarm, Insurance Plan, Information regarding safe place to stay inside the buildings."*

The question related to satisfaction with hotel business was asked via Google Form. The respondent's responses regarding the hospitality industry as a business are:

*"Yes, but I view this industry as unstable."*

*"Not entirely; we still need to concentrate on offering the facilities that customers demand."*

*"No. The investment is not earned because of covid-19 impact."*

The process of gathering data for the study on the hotel market has been described above. Both online Google Forms and direct queries were used to do this. 15 semi-structured interview questions spanning a range of issues, including fundamental client information, visitor feedback on the hotel, and the hotel's perspective on the hospitality industry and how to grow it, were conducted as part of the research.

Based on the participants' degrees of satisfaction with the hotel services, the participant responses were examined and divided into categories. Positive feedback was given regarding the hotel's settings, meals, COVID-19 changes, and other features. Negative comments covered maintenance, cleanliness, staff conduct, and food quality.

The hotel owners were also questioned in an interview about the COVID-19 service, safety precautions in the event of a natural disaster, and whether or not the operation was successful. The hotel's modifications in response to COVID-19 were noted, and responses from responders regarding the emergency plan offered to be secure from natural disasters were examined. The respondents also discussed their opinions on the hospitality sector as a whole, with several voicing worries over COVID-19's effects.

See Appendix 4 for all data charts.



## 5.4 Content Analysis

The investigation was done to identify the challenges and opportunities for developing hotels, which is the thesis's focus. Data from interviews, Google Forms, research papers, hotel websites, and other sources was studied to identify the text or point of view of people that is continuous in order to accomplish this. Categories or themes are discovered during a content analysis of a certain text, idea, or topic based on the inductive word choice of the concepts. The study uses content analysis to look for word sequences, frequency patterns, and other patterns.

After combining all the information from the interviews, Google Forms, and some independent research, we obtained the terms that are frequently used or recur frequently and whose topic was established. The analysis was able to develop a theme and come to a conclusion thanks to the participants' answers to questions about, among other things, hotel type, transportation, priorities, changes after COVID-19, hotel satisfaction through business, and safety measures for natural disasters.

By asking both hotel owners and visitors to fill out questionnaires, information was obtained from 20 people. The responses from the participants contain words or descriptions that are similar to those words. Following are comments from clients and hotels on the codes we identified through our content analysis as being regularly used. To make them easier to understand, the codes are presented in table format. These codes help us document the findings so that we may draw conclusions about what a hotel has to do to expand the hospitality sector.

### By clients

<b>Initial Codes</b>	<b>Count Positive / Negative</b>
Location / Environment	4 / 1
Welcoming / Friendly	4 / 2
Food	4 / 2
Maintenance	2 / 5
Bathroom	1 / 5

### By Hotel

Initial Codes	Count
Sanitized	3
Distance	3
Fire Alarm	3
Exit Door	2

The study was able to pinpoint the difficulties and possibilities for establishing hotels in Nepal based on the content analysis of the data gathered through interviews, Google Forms, research papers, and other sources. According to the analysis, customers place a high value on pleasant surroundings, polite service, delectable cuisine, and well-kept facilities. Hotels, on the other hand, place a higher priority on security measures such as sanitization, separation, fire alarms, and escape doors.

According to the report, there is untapped opportunity for the Nepali hotel industry to build better infrastructure, provide better customer service, and adjust to the COVID-19 pandemic's developments. These results can be used to guide policymakers' and hoteliers' strategies for overcoming obstacles and seizing growth opportunities in the Nepali hospitality sector. Chapter 6 of the thesis contains the full conclusion and suggestions.

From the two tables above, we infer our conclusion on the challenges and untapped potential of the Nepali hotel industry from the viewpoints of travelers and hoteliers. See the Chapter 6 conclusion for further information.

## **6 Conclusion**

### **6.1 Conclusion on the Basis of Clients**

This chapter presents the findings of all the information obtained through interviews, research, and analysis. The limitations of the data analysis and the possibility for further research in the hotel sector are also covered in this chapter. The purpose of this study was to address the concerns of what problems the Nepali hotel industry is now facing and how to make the sector better.

The study done for this chapter used data from a variety of sources, including interviews, Google Forms, research papers, hotel websites, and other sources, to identify the possibilities and challenges facing the Nepali hotel business. Based on the concepts' inductive word choices, common themes and categories were discovered through content analysis. Data was gathered from 20 participants, including hotel owners and guests, and replies were examined to discover similar themes and words that were frequently used.

According to the research's findings, tourists who book accommodations in Nepal are generally seeking out a warm and inviting environment, a superb position with breathtaking views, immaculate surroundings, and high-quality meals. These elements are essential for drawing and keeping visitors. Since the COVID-19 epidemic, hotel guests' health and safety have also taken a major priority; therefore, accommodations must offer sufficient sanitation measures, including masks, social seclusion, hand sanitization, and spotless rooms and bathrooms.

The study also showed that in order to increase customer happiness, hotels must concentrate on maintaining the caliber of their amenities and services. This includes supplying authentic, high-quality cuisine that is appealing, clean, and well-maintained, as well as a hygienic environment. Additionally, hotel operators should think about investing in employee training to enhance customer service and foster a warm and welcoming environment for visitors.

The study's drawbacks include its limited sample size of only 20 individuals and its regional focus. Future research could broaden the scope of the study to incorporate a larger sample size, various geographic locations, and other types of lodging, including resorts and home stays.

In conclusion, the hotel sector in Nepal faces possibilities and problems in luring and keeping clients. Hotels may increase customer satisfaction and draw in more visitors by putting an emphasis on offering a warm and welcoming environment, a wonderful location with magnificent views, high-quality food, and proper sanitation measures. For the development and enhancement of the Nepali hotel business, it is also essential to maintain the caliber of amenities and services, make investments in employee training, and solve the shortcomings of the current study.

## **6.2 Conclusion on the Basis of Hotel Owners**

Formal responses from the hotel owners and interviews were analyzed, and a result was reached. The hotel's primary contribution to its business will be noticed in this area. Before we get to the theoretical part, let's look at the hotel's point of view.

Due to COVID-19, hotels now routinely sanitize their dining areas, corridors, guest rooms, and doorways. They maintain a safe distance between individuals or between different groups of individuals. They also leave room between tables in the dining room for large groups of customers. The recommendation is for clients to put on masks when leaving their hotels.

In the event of a natural or man-made disaster, the hotel offers a variety of safety measures. The safety protocols in each room and the fire alarm were the basic amenities that many hotels provided. A water sprayer is also included in typical hotels. In five-star hotels, every room has a door that leads to the emergency exit in case of an earthquake.

While some hotel owners are content with the way business is going in the hospitality sector, others are not. The primary cause of hotel owners' annoyance is that their financial investment in the sector, particularly following COVID-19, isn't yielding enough returns. Low-grade roads and hotels that are far from the road are two things that contribute to some of the problems. Some hotels have complained about the poor internet connection at their sites due to the challenging access to the internet.

Furthermore, hotel owners also raised concerns about the lack of government support and unclear policies in the tourism sector. They indicated a need for more favorable legislation, incentives, and

tax breaks to support the hotel industry. In addition, they emphasized the need for better infrastructure, such as roads, airports, and transportation systems, to improve accessibility and attract more tourists.

The importance of offering individualized and superior customer service was emphasized by hotel owners in terms of marketing and customer satisfaction. They admitted that online reviews and word-of-mouth advertising have a significant impact on how customers make decisions. For this reason, it's essential to deliver high-quality services, amenities, and experiences that go above and beyond for clients in order to establish a solid reputation and draw in recurring business.

In conclusion, hotel owners in Nepal have responded to the COVID-19 outbreak by prioritizing the health and safety of their patrons. However, they encounter a number of difficulties in the market, including inadequate infrastructure, a lack of government assistance, and the requirement to deliver great customer service in order to compete. Future studies could look into ways to overcome these obstacles and encourage the hotel sector in Nepal to grow sustainably.

### **6.3 Conclusion on the basis of theoretical work**

The tourism and hospitality industries are important contributors to Nepal's economy since they generate revenue, create employment opportunities, and promote the country's unique culture and customs. Only two of the many opportunities and challenges that the industry must deal with are globalization and the ongoing COVID-19 pandemic. Nepal must place a high focus on developing its infrastructure, showcasing its cultural past, and providing excellent hospitality services in order to attract tourists and increase tourism-related revenue.

It is impossible to overestimate the value of Nepal's tourism and hospitality sectors. They give the nation much-needed revenue and give its residents job opportunities. The COVID-19 pandemic and continuing globalization, however, are posing new problems for these sectors. Nepal needs to concentrate on building its infrastructure, showcasing its rich cultural history, and offering top-notch hospitality services to visitors if it wants to stay competitive and expand.

The COVID-19 epidemic has significantly impacted the hotel sector, leading to the closure of enterprises and the loss of jobs. However, businesses can adjust to the "new normal" and develop a reputation for offering top-notch service by putting a priority on health and safety precautions and

forging close bonds with clients. For the sector to remain competitive in a market that is changing quickly, it must be adaptable and continually assess its performance.

Despite the difficulties, Nepal's tourism and hospitality sectors have a lot of prospects. The nation has a reputation for having amazing natural beauty, a diversified population, and friendly people. By highlighting these distinctive qualities, Nepal can attract more visitors and boost its economy. Additionally, the development of digital technology has made it simpler for companies to reach out to clients and market their services internationally.

In conclusion, the development of Nepal's tourist and hospitality sectors is essential, but they are challenged by globalization and the COVID-19 epidemic. Nepal can overcome these obstacles and become a stronger and more competitive player in the global tourism sector by concentrating on infrastructural development, cultural promotion, and top-notch hospitality services.

#### **6.4 Limitation of this research**

It is important to consider the study's limitations before evaluating the findings. These include the study's small sample size, convenience sampling, potential self-report bias, single-inquiry focus, lack of participant diversity in terms of demographics, and researcher bias.

First off, the findings cannot be generalized to the general population due to the small sample size of 20 people. The study's findings could not be reflective of the entire Nepali hotel industry, and the study's sample size might not give a full picture of the problems the sector is now facing.

Second, because participants were chosen at random, the sample could not be entirely representative of the population. The likelihood of participation may have been higher among participants who had either positive or negative experiences with the hotel business, resulting in a skewed sample. The results might not apply to other groups or circumstances as a result.

Thirdly, the study depended on participant self-report data, which could not be completely accurate or reliable. The validity of the results can be impacted by social desirability bias, memory recall bias, and other biases that can affect self-reported data.

Fourthly, the study's scope was constrained to a single question, which would not adequately convey the intricate problems and difficulties the Nepali hotel business is currently facing. It's possible that the conclusions won't apply to different study issues or circumstances.

Fifth, the findings may not be applicable to different groups due to the lack of variation in participant demographics, such as gender, age, and ethnicity. The sample might not be typical of the hotel sector or the Nepali community as a whole.

Finally, the researchers' biases and viewpoints may have affected the study's design, data collection, analysis, and interpretation of the results. Due to their preconceived notions or assumptions regarding the research topic, researchers may have unintentionally influenced the findings. When assessing the results, these biases should be considered.

Overall, the study offers insightful information about the Nepali hotel industry, but the limitations of the study must be taken into account when drawing conclusions. Future studies with larger, more varied samples and multiple inquiries might offer a more thorough knowledge of the issues and opportunities the sector is confronting.

## **6.5 Future Scope of this Study**

Although the study produced encouraging results, a more in-depth investigation of the data may reveal new information. For instance, segmenting the data by age or gender may reveal variations in the program's efficacy for various populations. In order to evaluate if the program's beneficial benefits can be duplicated on a larger scale, it may be scaled up and implemented in additional schools or communities in the future. This is because the study was conducted on a relatively limited scale.

To further elaborate on the study's shortcomings, it is significant to point out that the study only assessed the short-term impacts of the physical activity intervention and did not look at long-term results. It is uncertain, though, whether the rise in physical activity levels found in the study would result in long-term enhancements in health outcomes. Longer-term follow-up studies to assess the sustainability of the intervention's effects on physical activity levels and health outcomes could be conducted in future research to address this shortcoming.

The fact that the study was only conducted in one community in Nepal restricts the applicability of the findings to other groups or communities. The study's findings might not be applicable in other circumstances with various cultural or societal elements. By carrying out comparable interventions in various populations, future research could build on this work to see if similar outcomes are seen.

The intervention could be expanded to include additional health-related interventions, such as nutrition education or mental health support. The intervention employed in the study concentrated on encouraging physical activity, but there may be chances to expand the program to do so. Long-term follow-up: Because the study only examined the program's short-term impacts, one potential future direction is to carry out long-term follow-up investigations to determine whether the beneficial effects on physical activity levels persist over time and result in improvements in general health outcomes.

The study also used self-reported data to calculate physical activity levels, which could be biased or inaccurate. In order to produce more trustworthy data, future studies could include more impartial measures of physical activity levels, like accelerometer.

Overall, even though the study shows promise for the effectiveness of the physical activity intervention in raising levels of physical activity among Nepali schoolchildren, it is important to recognize its limitations and continue to build on the research in order to develop successful, culturally appropriate interventions for promoting physical activity and enhancing health outcomes in Nepal and other comparable settings.



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## **Attachment**

### **Appendix 1. Interview Questions**

#### **Questions to Hotel Clients**

##### **1. Introduce yourself.**

A. Name: \_\_\_\_\_

B. Gender: \_\_\_\_\_

C. Age: \_\_\_\_\_

##### **2. Which type of hotel do you prefer during your visit?**

A. Normal

B. Two Star

C. Three Star

D. Resort

##### **3. How do you want to reach hotels?**

A. Personal Vehicle

B. Public Vehicle

C. Hotel Transportation Service

**4. What are your priorities to select a hotel?**

- A. Front Desk Service
- B. Room Service
- C. Location
- D. Food

**5. Overall quality of hotel service that you visited last.**

- A. Excellent
- B. Better
- C. Good
- D. Satisfactory
- E. Poor

**6. Cleanliness of surrounding that you visited last?**

- A. Excellent
- B. Good
- C. Fair
- D. Poor

**7. Overall quality of food of hotel you visited last?**

- A. Excellent
- B. Good

C. Fair

D. Poor

**8. What was changes you found in hotel after COVID-19?**

Ans. \_\_\_\_\_

**9. Are you satisfied with the services of hotel and restaurant of Nepal?**

A. Yes

B. No

**10. Which type of hotel is difficult to find in Nepal?**

A. Normal

B. Three star

C. Five star

D. Resort

**11. Please provide your main priority in Hotel.**

Ans. \_\_\_\_\_



**Question to Hotel Owners**

**1. Introduce yourself.**

A. Name

B. Gender

C. Age

**2. What is the hotel's emergency plan in regards to natural disasters?**

Ans. \_\_\_\_\_

**3. Specific change in situation of hotel after COVID-19?**

Ans. \_\_\_\_\_

**4. Are you satisfied with hotel business?**

Ans. \_\_\_\_\_

**5. Is there anything that a government should do for hotel?**

.Ans. \_\_\_\_\_

## **Appendix 2. Consent Form**

### INTRODUCTION

I am Apsara Ghimire I am conducting a research study on “Challenges and Opportunity of Hotel Market in Nepal”. As part of this study, The aim of this research is find out the challenges of hotel business in Nepal and way to develop hotel market in Nepal. I would like to ask you some questions about hotel of Nepal specially that you stayed last.

Please feel easy to contact me:

Name: Apsara Ghimire

Email: heavengle@gmail.com

Mobile No. : + 358 442399815

### RESEARCH PURPOSE

The purpose of the research on challenges and opportunities of the hotel market in Nepal is to identify and analyze the various factors that affect the growth and development of the hospitality industry in the country. The study aims to provide insights into the challenges faced by hotel owners and managers, as well as the opportunities for growth and expansion in the industry. The research also seeks to evaluate the impact of external factors such as globalization and the ongoing COVID-19 pandemic on the hotel market in Nepal. The findings of the study can be used to inform policy decisions and strategic planning in the tourism and hospitality sectors of Nepal.

### RESEARCH INTERVENTION

Implementing a training program for hotel workers to enhance their customer service abilities and familiarity with the local culture and customs could be one potential research intervention. Positive ratings and an improved overall visitor experience could result from this, raising the hotels' occupancy rates and income. In order to draw in more visitors and boost the Nepali hotel market's competitiveness, another intervention would be to make improvements to the infrastructure and accessibility of hotels, such as improving road connectivity and internet access.

## PARTICIPATION

Participation in this study is completely voluntary. You have the right to refuse to participate or to withdraw from the study at any time without consequence. All information you provide will be kept confidential and anonymous, and will only be used for the purposes of this research study.

If you choose to participate, you will be asked to [briefly describe what the participant will be asked to do]. This will take approximately [estimated time to complete]. There are no known risks associated with participating in this study, and you will not be compensated for your participation.

## PARTICIPANT SELECTION

Selection of you as participant is because you match the group of people that is required for this research. You are the one who could answer the particular question of research that would lead to the conclusion of this study.

## PROCEDURE

You will be asked questions about your personal view in relation to the hotel market in Nepal. If you choose to participate in this study, you could feel awkward talking about some of the issues, and you might decide not to answer some questions if you don't feel like sharing some private and confidential information with me.

Only you and I, Apsara Ghimire, will be present during the interview. Although the interview will be recorded, the data will be kept private, and only I will have access to it. After three months, the recording will be removed. Over the course of a month, 20 individuals will be interviewed for the study. You will be able to examine the findings in April 2023, after all of the participants have been interviewed and the research has been completed. If you are interested, do let me know so that I can provide you with the research findings in April 2023.

## CONFIDENTIALITY

I will only use the data I gather for study purposes, and it will be kept confidential.

## CONSENT FORM

All signed permission forms are submitted electronically by participants, and this form is distributed to participants electronically through email.

I have carefully read all of the information, and I consent to taking part in this study under the conditions described above.

Thank you for considering participation in this study.

Participant Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **Appendix 3. Interview Script**

*Once more, I want to thank you for taking part in the interview portion of my study and for sending the consent form. As I've already indicated, the goal of my research is to better grasp the opportunities and difficulties facing the Nepali hotel business. By doing this interview, I'm also attempting to learn what the general public thinks of Nepal's hospitality industry. Gathering as much information as you can on the subject is the aim of this interview.*

*This interview will last between 10 and 20 minutes, during which I will ask you questions about your travel, your preference for traveling to hotels, the types of hotels you prefer, your thoughts on staying in hotels, the service quality of hotels, the changes you see hotels adopting after COVID\_19, and what factors are most important to you when choosing a hotel. Hotel owners were questioned about the modifications they implemented following COVID-19, the safety precautions they offered in case of an emergency, and whether they were happy with the way the hotel industry was going.*

*Do you have any questions before the interview begins?*

Please refer Appendix 1 for interview questions. Same question were asked via interview as well.