

AN ANALYSIS OF FOREIGN TOURISTS' BEHAVIOR AND THEIR SATISFACTION IN NEPAL*

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Abstract: This paper attempts to explore the dominant factors influencing foreign tourists visiting Nepal. It tests the relationship of dominant factors with that of overall satisfaction level of the visitors. It also aims to offer a comprehensive view between tourist satisfaction, their motivation, and other key aspects of the trip in the context of Nepal. The entire information was collected using structured questionnaire from two hundred foreign non-Indian tourists in Kathmandu. The results of the descriptive statistics revealed that there exists significant relationship between prime motivation, purpose of visit, preferred destination and overall satisfaction of the trip where as insignificant relationship exists between per person expenditure, frequency of travel and overall satisfaction. Similarly, hospitality of local people and natural beauty has got high satisfaction in terms of destination attributes but transport services, accessible facilities for people with special needs, cost of transportation services and availability of proper information about local places have got low satisfaction. It further examines that safety of accommodation, quality of activities and value for money has significant difference in opinion across different age group.

Keywords: tourist behavior, primary data, descriptive statistics and Nepal tourism

1. INTRODUCTION

Tourism industry has become very important and is considered as one of the largest businesses in the world (Sipe, 2013) contributing nearly 266 million jobs with 9.5% of global GDP all around the world. As the developments in the tourism industry can lead to improving the destinations' economical level, image and the government revenue ultimately leading to economic growth of the country. It is critical for governments and tourism companies to know about characters of their tourism industry along with profile of tourist visiting, to understand which of them fits to the specific destination in order to make better decisions to improve the destination (Long, 2013).

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Understanding what drives satisfaction for a tourist is one of the most relevant areas of research for tourism industry (Perbensen, 2008) as satisfied tourists tend to transmit their positive experience to others and to repeat their visit. Numerous studies have been carried out to measure the degree of tourist satisfaction but very few papers focused on analyzing the antecedents behind the variable and the possible relationship between them especially in Nepal.

Similar studies have also been conducted in our neighboring countries like India and Bangladesh where tourist preferences, their behavior are analyzed in relation to overall tourist satisfaction and subsequent tourist intention to re-buy and recommend the destination to other but no researches has been done in this line in context of Nepal. Since, Nepal opened itself up to the international visitors, Nepal's tourism has been growing albeit slowly. Tourism is widely recognized as one of the sectors with high growth potential contributing 8.2% of total GDP in 2013 generating 7% of total employment in the country. Nepal's immense potential can be seen through the titles it has been awarded by various reputed agencies worldwide.

Table 1
Titles awarded to Nepal as a travel destination

<i>Date</i>	<i>Rating Agency</i>	<i>Title</i>	<i>Ranks</i>	<i>Place</i>
10 Jan 2014	New York Times	Top 52 places to go in 2014	45	Nepal
3 Dec 2013	Trip Advisor	Top 10 destination on rise	3	Kathmandu
22 Oct 2013	Lonely Planet	Best in travel 2013	3	Mustang
20 Jun 2012	Lonely Planet	The 10 best treks in the world	4	Everest Base camp

Source: New York Times

Despite this Nepal's tourism sector is far from reaching its ultimate potential. The highest number of tourist arrivals to Nepal was around 730 thousand during 2011 when Nepal celebrated Nepal Tourism Year but numbers were disappointment compared to its initial target. Though, Nepal tourism statistics every year publish the data of tourist visiting Nepal, there is an urgent need to develop data base on major items like stay, consumption patterns of foreign tourists so that any type of tourism related studies like comparative, impact analysis, etc., can be conducted in order to plan and develop for our tourism marketing strategies in future (NEGA, 2012).

Thus, the motivation of the research is to explore the travel behavior and satisfaction level of foreign tourists visiting Nepal. This study aims to create better understanding of tourists' behavior and their relation to satisfaction level to support

tourism industry in Nepal by providing this valuable information to the concerned sector.

This research therefore attempts to understand the characteristics of travelers' visiting Nepal along with their travel behavior and satisfaction with key aspects of their trip. This research will take a comprehensive look by taking responses from departing foreign tourist with varied demographics. This research will help to answer the various dominant factors that influence tourists visiting Nepal and to examine the relationship between dominant factors and their satisfaction level.

It is expected that the outcome of this study primarily benefit these sectors such as; stakeholders- tourism promotional agencies, tourism businesses, policy makers and investors.

Tourism promotional agencies like Nepal Tourism Board can benefit from this information. They can get idea of our target customers, their expectation and their behavior which will help them in preparing our country's brand building, destination marketing plan, strategies to cater to target them and design promotional packages accordingly. Segmentation of travelers is also possible with reference to these data. Therefore, while Tourism Boards may already use a number of planned and controlled marketing activities, this paper purports that they could also exploit the destination image enhancement opportunities that exist through developing an insight about the customer/ tourist preferences and delivering the desired service package.

Tourism businesses can capitalize on this information to take better decisions on marketing strategy and make their businesses more profitable by focusing on niche segments of the customers by offering them the packages and products that they are interested in.

Investors on the other hand can use the information to analyze on their investment opportunity by examining tourists' interest and the potentiality of tourism industry. Besides, government can also benefit from the study of our tourist segments and their activities to develop policies and plans to encourage sustainable tourism development which is already a major contributor to GDP.

The remaining chapters are organized as follows. The second chapter follows with the review of literature and theoretical framework. Additionally it sheds light on the research gaps. The third chapter which follows chapter two presents the research methodologies that will be applied while conducting the study. It highlights research design, sampling, sample size, nature and sources of data, validity and reliability test of data. Chapter four supports the report work with its

result and discussion. This provides concrete facts and figures out and helps the core objectives of the research. Chapter five provides the summary and conclusion of the entire report.

2. REVIEW OF LITERATURE

A better understanding on relationship between tourist's future behavioral intention and its antecedents allow tourism operators to manipulate their products to optimize customer satisfaction and improve marketing efforts (Perera & Vlosky, 2013). At the same time, studying the profiles and characteristics of tourists vis-a-vis market segmentation of tourism destination helps to understand the positioning of the destination and visitor's satisfaction of the place along with overall services and benefits from the destinations (Rajasenan, Manaloor *et al.*, 2012). Understanding target customers, their expectations and their behavior will help in country's brand building and destination marketing plan. It also helps to design promotional packages accordingly. (Tripathi & Siddiqui, 2010) also did a similar study with an aim to provide Uttar Pradesh tourism department with valuable information about tourist preferences so that they can design customized tourism packages, consequently further socio economic objectives of the state like enhancement of revenue from tourism. Likewise (Prebensen 2004; Becken 2003), analyzed the effect of antecedents such as motives for traveling, activities joined at destination, and perception of single items related to the trip, upon overall tourist satisfaction and subsequent on tourist intention to re-buy and recommend as their future course of action. Knowing who are tourists are, why they come and what they value about their experience is crucial in improving tourism businesses and tourism industry as a whole. In this context, (Fuller, Wilde, *et al.*, 2007; Ministry of Tourism, market research division India, 2007), made a study to obtain a broad overview of outbound travel patterns alongside determine the preference, current perception of visitors and expectation of the country as a travel destination. Further, Armario (2008), has also made a study to analyze the interrelationships between motivation, activities, distance and tourist satisfaction.

To know whether the factors like nationality, gender and age affect travel motivation or not, Jonssen and Devonish (2008), made a study where they attempted to capture the underlying reason for tourist's decision to visit a destination. A comparative study of differences in motives between specific groups was also made to understand tourist motivations based on origin and how these contribute to the tourists' perception of a destination.

In order to examine the correlation between traveler expectation, attitude and motivation for visiting an outbound destination (Wong, Cheung, *et al.*, 2013) did a questionnaire survey and collected 137 responses. Five point Likert scale was taken.

Factor analysis was applied to group the Likert-scale variables into a small number of interpretable underlying factors. Alizadeh & Saghafi (2014), tested 13 hypothesis on factors which impact travelers' loyalty toward a destination with the empirical data through structured questionnaires from a sample of 202 tourists in Malaysia where they revealed that 1) food, image, destination image and information sources influenced trip quality 2) the destination image is an antecedent of perceived trip value 3) both trip quality and perceived trip value positively impact on tourists' satisfaction and behavioral intention. 4) Satisfaction is a predictor of behavioral intentions and 5) tourists' behavioral intention to visit the destination positively affect tourists' destination loyalty. Valle & Silva (2006), did a survey with 486 tourists visiting a Portuguese tourist destination where they substantiate the importance of tourism satisfaction as a determinant of destination loyalty with factor analysis and quantitative tools. The model include four constructs; tourist perception, destination image, destination loyalty and satisfaction.

A study made by Mohammad & Som, (2010;Ahmad, Azamet. Al, (2010), indicated that the country should capitalize on its heritage, natural attractions, food and culture. The abundance and diversity of tourism resources are widely recognized as essential tourism assets for country to develop tourism industry. Further, indigenous culture, climate, geographic location, currency exchange rate, price of commodities and services, price and convenience of lodging and quality of food are extremely favorable development in tourism industry of Bangladesh. Study of Sarma (2003), showed that the preference level of an average tourist for infrastructure (availability of accommodation, transportation, safety, surrounding places) is more than the external influence (local people, culture, weather, and basic nature). Core segments like moderately traveled person (based on exposure) and missionary and holiday maker (based on benefit segmentation) are identified as target market for North east India.

3. THE MATERIAL AND METHODS

3.1. The Benchmark Model

The research paper presented by Armario (2008), presents the complete picture of the variables, therefore, the variables identified in this research paper has been used to create a complete framework. The research papers examine the causes of travelers' loyalty toward a destination through an integrated tourist behavior model.

Travel motive in simple words refers to understanding what motivate tourist to travel and to buy a tourism product or service. Travel motivation can be defined as, "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience." (Pearce, Morrison & Rutledge, 1998).

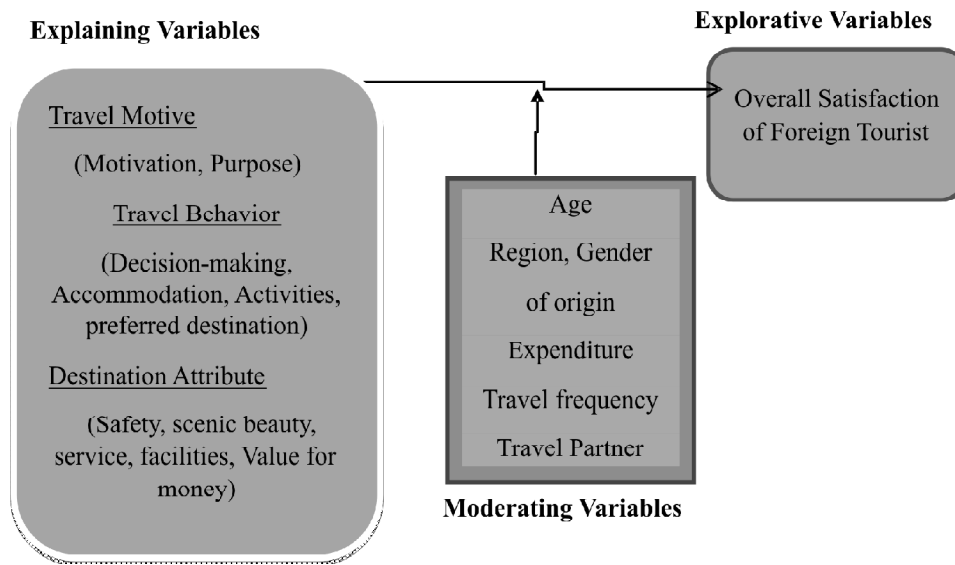


Figure 1: Conceptual framework of the study

Travel behavior refers to the study of individual or group tourists' processes to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on them during their travel. Factors like decision making, accommodation used, activities undertaken, destination selection can be included under this construct.

Destination attribute here refers to the feature, characteristic or inherent part of the place where tourist make a visit to. Variables like Safety of the accommodation, comfort-ability of the accommodation, natural features like landscape, surrounding places, hospitality people of the place, transport services, activities available around destination, information sources and value for money spent are included under this construct to learn about destination.

Tourist satisfaction: It has been analyzed by different perspectives and theories. Prominent amongst them is the disconfirmation paradigm (Oliver, 1980) which states that tourist have previous expectations before receiving the service which they compare with the perceived outcome of the service.

Other famous approach is equity theory which reveals that the satisfaction can be analyzed as a cost and reward principle in terms of time, cost or effort and value received (Oliver & Swan, 1989)

Satisfaction is one of the most relevant variables when analyzing tourist behavior, as it influences the consumption of products and services, and the decision to return (Jang & Feng, 2007). Here, we have used construct like willingness

to recommend and intention to re-visit to measure the satisfaction level of foreign tourist visiting Nepal.

3.2. Awareness and Limitations

Though this study has attempted to find our behavior and satisfaction of foreign tourists along with key aspects of their trip, there are some noticeable research limitations in this study. Use of convenience sampling with relatively small number of respondents limited to only foreign tourists (Non-Indian) visiting Nepal is something that limits the study. Further, this study doesn't cover country specific data of tourist and their segments. Chance of response errors because of factors such as unawareness of respondents, hesitations of respondents, misinterpretations etc can also not be ignored.

3.3. The Data and Sampling

Data were collected from both primary and secondary sources. For the collection of the primary data, a structured questionnaire was designed and distributed amongst departing foreign tourists at the departure section of Tribhuvan International Airport. A sample size of 200 respondents was taken, owing to the need for a relatively large sample size while at the same time considering the research costs down, which will represent the population of foreign tourists visiting Nepal. Departing tourists at hotels, lodges were also surveyed. The targeted population of the study doesn't include Indian tourists. The travel behavior of Indian tourists are somewhat familiar and are different from the tourists of other foreign countries. Since both countries share an open border that requires no passport and Visa to enter the country, there's no accurate data about the Indian tourists entering Nepal by road. Moreover, the term "foreign" is not used to fellow Indians due to our openness and similarity in cultures, traditions, values and norms with India. Hence, Indian tourists are excluded from this study to avoid any confusion/ dilution in findings that might have resulted from the survey of Indian tourists flowing in the country.

The secondary data like online journals, related research works, and articles. Sources like published data from Tourism Ministries were also referred. Face-to-face and telephonic interview was taken with the tourism sector professional and experts in order to truly realize the objective and the essence of marketing implication on the travel behavior of foreign tourists visiting Nepal.

Questionnaire also include cross questions to check the validity of the respondent's answers. Pre-testing of the questionnaire was also carried out prior to questionnaire distribution. Cronbach's alpha was calculated to check reliability further. It was carried out amongst all likert scale questions (17 items) to see the reliability of data, gave a value of 0.8 which is greater than 0.6.

Later, total responses collected from the respondents were coded and tabulated into SPSS worksheet and analyzed them by using SPSS software. Mainly statistical tools such as descriptive analysis, ANOVA test and independent sample t-test have been adopted to analyze the data.

The estimated null hypotheses are as follows; **Hoi:** There exist no significant relationship between region of origin and their prime motivation to travel, visitors' prime motivation to travel Nepal and their overall satisfaction, main preferred destination in Nepal and their overall satisfaction, facilities available at the destination in Nepal and visitor's overall satisfaction and visitor's per person expenditure and their overall satisfaction, where $i = 1, 2, 3, 4, 5,$ and 6 .

4. RESULTS AND DISCUSSION

4.1. General profile of the respondents

The brief description of the sample used in this survey has already been discussed in research design and methodology. However, the descriptive analysis of total respondent taken under study is described in detail in this section. Respondents were categorized according to their age, gender, and region of origin, travel partner and their frequency of visit to Nepal.

Table 2
Frequency of tourists from different regions

<i>Region of origin</i>	<i>No. of respondents</i>
Asia (excluding India)	51
North America	38
South America	33
Europe	48
Australia	30

Most of the respondents were from Asia and Europe accounting for 25.5% and 24% respectively followed by respondents from North America, South America and Australia with 19%, 16.5% and 15% of total respondents respectively. Out of total 200 respondents, 52 % were male and 48% were female. The maximum number of respondents fell into the age group 25-34 (32%), while 19% of respondents were above 55 years. 18.5% of respondents fell into age group of 45-54 and 15.5% were between 35-44years. Only 15% of respondents were in age group of 15-24. Maximum number of respondents visited to Nepal with their friends (34.5%) whereas 20% of respondents visited alone with no partner. However, 16% of visitors traveled with their family members that were followed by work colleagues and others with 15%

and 14.5% respectively. In terms of frequency of visit, 50.5% of respondents were visiting Nepal for the first time. 14% and 15.5% visiting Nepal for second time and third time respectively. Similarly, respondents who traveled Nepal for more than 4-5 times and more than five times were 15% and 5% respectively.

4.2. Descriptive statistics

Out of 200 respondents 87.5% considered Nepal as their planned final destination whereas 12.5% did not consider Nepal as their planned final destination. They visited to Nepal not as per their original plan. Scenic beauty was seen as their prime motivation to travel Nepal (23%) followed by Adventure with 21%. Pilgrimage and Work each accounted for 16.5% whereas 11% chose Escape to Nature as their prime motivation. Only 6% respondents chose Events and Cultural shows as their prime motivation to travel Nepal. Maximum number of respondents (41.5%) said recommendation of friends/family is the most important factor while making decision about travel plans. Social media, newspaper and travel agencies only accounted for 6.5%, 4.5% and 2% respectively. 49.5% of respondents said that they spent less than \$1000 during their trip (excluding air ticket expenses) in Nepal which was followed by \$1000-\$5000 with 43.5%. Only 7% of respondents said that they spent \$5000-\$10,000 on their expenditure during this trip to Nepal. 37% of respondents said that Kathmandu was their main preferred destination which was followed by Pokhara and Annapurna region with 20.5% and 20% respectively. Whereas, 11% of respondents said Chitwan was their preferred destination. Lumbini, Pilgrimage sites and Langtang were selected by 9%, 1.5% and 1% of respondents respectively. Out of 200 respondents, maximum 52.5% stayed in lodge/guest house during their stay in Nepal. Out of 200 respondents, 51% participated in trekking during their stay in Nepal. 41.5% participated in cultural events during their stay in Nepal and only 2.5% participated in Yoga during their stay in Nepal.

4.2. Analysis of Variance

Under the inferential analysis, hypotheses test was done using the mean of all the items of each corresponding individual variables. The research hypothesis listed in section has been thoroughly tested as follows;

The table 3 shows cross tabulation between region of origin and their prime motivation to travel Nepal. 37.30% from Asia said Scenic beauty, 39.50% from North America said Adventure, 87.90% from South America said Pilgrimage, 29.20% from Europe said Scenic beauty and 53.30% from Australia said work as their prime motivation to travel Nepal. As p-value is 0.000 which is less than significance level of 0.05, there is a **significant relationship** between region of origin and prime motivation to travel Nepal. This finding can be used to design

Table 3
Analysis of region of origin and prime motivation to travel Nepal

Region	My prime motivation to travel Nepal is :								Total
	Scenic Beauty	Adventure	Pilgrimage	Events	Escape to Nature	Cultural Shows	Work	Total	
Asia	19 (37.30%)	9 (17.60%)	0 (0.00%)	11 (21.60%)	61 (1.80%)	2 (3.90%)	4 (7.80%)	51 (100%)	
North America	7 (18.40%)	15 (39.50%)	3 (7.90%)	1 (2.60%)	10 (26.30%)	1 (2.60%)	1 (2.60%)	38 (100%)	
South America	2 (6.10%)	0 (0.00%)	29 (87.90%)	0 (0.00%)	0 (0.00%)	2 (6.10%)	0 (0.00%)	33 (100%)	
Europe	14 (29.20%)	13 (27.10%)	1 (2.10%)	0 (0.00%)	6 (12.50%)	2 (4.20%)	12 (25.00%)	48 (100%)	
Australia	4 (13.30%)	51 (6.70%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	51 (6.70%)	16 (53.30%)	30 (100%)	
Total	46 (23.00%)	42 (21.00%)	33 (16.50%)	12 (6.00%)	22 (11.00%)	12 (6.00%)	33 (16.50%)	200 (100%)	

P-Value: 0.000

appropriate tourism marketing strategy for the country based on the motivation of the people with different origins.

(H01): There exist no significant relationship between region of origin and their prime motivation to travel.

Table 4
Analysis of visitor's prime motivation to Travel and their overall satisfaction

Motivation to Travel	I rate my overall experience of my trip as:					
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Scenic Beauty	17 (37%)	25 (54.3%)	2 (4.3%)	0 (0%)	2 (4.3%)	46 (100%)
Adventure	23 (54.8%)	19 (45%)	0 (0%)	0 (0%)	0 (0%)	42 (100%)
Pilgrimage	18 (54.50%)	7 (21.2%)	2 (6.1%)	5 (15.2%)	1 (3%)	33 (100%)
Events	5 (41.7%)	6 (50%)	0 (0%)	1 (8.3%)	0 (0%)	12 (100%)
Escape to Nature	8 (36.4%)	4 (18.2%)	0 (0%)	10 (45.5%)	0 (0%)	22 (100%)
Cultural Shows	1 (8.3%)	10 (83.3%)	1 (8.3%)	0 (0%)	0 (0%)	12 (100%)
Work	18 (54.5%)	15 (45.5%)	0 (0%)	0 (0%)	0 (0%)	33 (100%)
Total	90 (45%)	86 (43%)	5 (2.5%)	16 (8%)	3 (1.5%)	200 (100%)

P-value: 0.000

The table 4 shows that maximum number of respondents 54.8% of respondents who chose adventure; 54.5% who chose pilgrimage and 54.5% who chose work as their prime motivation were highly satisfied with their trip. Similarly, 54.3% of respondents who chose scenic beauty as their motivation; 83.3% who chose cultural events as their motivation and 50% who chose events as their motivation to travel Nepal were satisfied with their trip. Whereas 45.50% of respondents who chose escape to nature as their prime motivation were found to be dissatisfied with their trip. As p- value is 0.00 which is less than the significance level 0.05, there is a **significant relationship** between visitor's prime motivation to travel and their overall satisfaction. This finding is important to find out our niche in tourism and our strengths along with visitor's preference.

(H02): There exist no significant relationship between visitor's prime motivation to travel Nepal and their overall satisfaction.

Table 5
Analysis of main preferred destination and overall satisfaction of the trip

Main Preferred Destination	I rate my overall experience of my trip as:					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Kathmandu	32 (43.2%)	36 (48.6%)	1 (1.4%)	3 (4.1%)	2 (2.7%)	74 (100%)
Pokhara	17 (41.5%)	24 (58.5%)	0 (0%)	0 (0%)	0 (0%)	41 (100%)
Chitwan	11 (50%)	9 (40.9%)	0 (0%)	2 (9.1%)	0 (0%)	22 (100%)
Lumbini	9 (50%)	4 (22.2%)	2 (11.1%)	3 (16.7%)	0 (0%)	18 (100%)
Annapurna Region	19 (47.5%)	1 (230%)	0 (0%)	8 (20%)	1 (2.5%)	40 (100%)
Pilgrimage sites	0 (0%)	1 (33.3%)	2 (66.7%)	0 (0%)	0 (0%)	3 (100%)
Langtang	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
Total	90 (45%)	86 (43%)	5 (2.5%)	16 (8%)	3 (1.5%)	200 (100%)

P-value: 0.000

The table 5 shows cross tabulation between visitors' main preferred destination and overall satisfaction of the trip. 48.60% of respondents selecting Kathmandu and 58.50% of respondents selecting Pokhara as their main destination rated their overall experience of the trip as satisfied. Whereas, 50% of respondents selecting Chitwan and Lumbini as their main destination, rated their experience as highly satisfied. Moreover, 47.50% of respondents selecting Annapurna region and 100% of respondents selecting Langtang as their main destination rated their overall experience as highly satisfied. As P-value is 0.00 which is less than the significance level of 0.05, it shows that there is a **significant relationship** between visitors' main preferred destination and their overall satisfaction with the trip. This finding indicates the preference of visitors and their satisfaction level with the destination indicating areas for improvement in some destinations.

(H03): There exist no significant relationship between visitor's main preferred destination in Nepal and their overall satisfaction.

The table 6 shows cross tabulation between respondents' per person expenditure during the trip and their overall satisfaction. It shows that maximum number of respondents (45.5%) who spent less than \$1000 during their trip along with 44.8% of respondents' spending \$1000-\$5000 during their trip were highly satisfied with their trip. However, respondents (57.10%) spending more than \$5000

Table 6
Analysis of per person expenditure during the trip and their overall satisfaction

Per person expenditure (excluding int'l air ticket)	I rate my overall experience of trip as:					
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
less than \$1000	45 (45.50%)	42 (42.40%)	5 (5.10%)	6 (6.10%)	1 (1.00%)	99 (100%)
\$1000-\$5000	39 (44.80%)	36 (41.40%)	0 (0.00%)	10 (11.50%)	2 (2.30%)	87 (100%)
\$5000-\$10000	6 (42.90%)	8 (57.10%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	14 (100%)
Total	90 (45.00%)	86 (43.00%)	5 (2.50%)	16 (8.00%)	3 (1.50%)	200 (100%)

P-value: 0.303

to \$10000 were only satisfied with their trip. As P-value is 0.303 which is more than the significance level 0.05, there exist **no significant relationship** between per person expenditure of visitors and their overall satisfaction of the trip. The findings can be used to identify the cost-benefit analysis done by visitors along with value that they derive from the trip in relation to their expenditure.

(H04): There exist no significant relationship between visitor's per person expenditure and their overall satisfaction.

4.3. Correlation Analysis

Table 7
Correlation amongst factors measuring overall satisfaction

	Overall experience of the trip	Based on the experience, I would recommend it to others	I am likely to take another trip in/to again in next 5 years
Overall experience of the trip	1	.560**	.516**
Based on the experience, I would recommend it to others		1	.446**
I am likely to take another trip in/to again in next 5 years			1

** Correlation is significant at the 0.05 level (2-tailed).

The correlation between “Based on my experience, I would recommend Nepal to others” and “My overall experience of trip” is 0.560 and the corresponding p

Table 8
Independent T-Test between destination attributes and its satisfaction

<i>Safety</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t value</i>	<i>sig</i>	<i>Remarks</i>
safety of the accommodation	1.68	0.679	-27.578	0.000	Significant
Comfort ability of the accommodation	2.07	0.964	-13.640	0.000	Significant
<i>Scenic Beauty</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t value</i>	<i>sig</i>	<i>Remarks</i>
Natural Features (landscape, surrounding places) around the destination	1.72	1.08	-16.754	0.000	Significant
<i>Services</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t value</i>	<i>sig</i>	<i>Remarks</i>
Hospitality of the local people in the destination	1.52	0.862	-24.277	0.000	Significant
Transport services in destination	2.46	1.168	-6.597	0.000	Significant
<i>Facilities</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t value</i>	<i>sig</i>	<i>Remarks</i>
Quality of activities available around destination	2.25	1.102	-9.628	0.000	Significant
Accessible facilities for people with special needs (disabled, elderly, children with prams)	2.94	1.28	-7.18	0.474	Not Significant
Availability of proper information about local places	2.7	1.179	-3.660	0.000	Significant

*1 being highly satisfied and 5 being highly dissatisfied

value is 0, which is less than 0.05. Therefore, there is a significant relationship between two statements.

The correlation between statements "I am likely to take another trip to Nepal in/to again in the next five year" and "My overall experience of the trip" is 0.516 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between two statements.

The correlation between statements "I am likely to take another trip to Nepal in/to again in the next five year" and "Based on my experience, I would recommend Nepal to others" is 0.446 and the corresponding p value is 0, which is less than 0.05. Therefore, there is a significant relationship between two statements.

4.4. One sample T-test

Except accessible facilities for people with special needs (disabled, elderly, children with prams) in destination, mean derived from all other destination attributes like

Table 9
ANOVA analysis between region of origin and destination attributes

<i>Statements</i>	<i>Region of origin</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>value</i>	<i>F value</i>	<i>P value</i>	<i>Remarks</i>
Safety of the accommodation	Asia	1.75	0.821	1.839	0.123		Not significant
	North America	1.53	0.506				
	South America	1.82	0.584				
	Europe	1.75	0.668				
	Australia	1.47	0.681				
	Total	1.68	0.679				
Transport services in the destination	Asia	2.78	1.254	2.454	0.047		Significant
	North America	2.53	1.202				
	South America	2	0.707				
	Europe	2.44	1.219				
	Australia	2.33	1.184				
	Total	2.46	1.168				
Quality of activities available around destination	Asia	2.37	1.232	0.832	0.506		Not Significant
	North America	2.26	1.201				
	South America	2.39	0.864				
	Europe	2.19	1.065				
	Australia	1.97	1.033				
	Total	2.25	1.102				
Value of money spent	Asia	1.88	0.816	10.258	0.000		Significant
	North America	1.58	0.642				
	South America	2.94	1.116				
	Europe	1.9	0.905				
	Australia	1.93	1.311				
	Total	2.01	1.037				

*1 being highly satisfied and 5 being highly dissatisfied.

safety of accommodation, comfort-ability, natural features (landscape, surrounding places), hospitality of the local people, transport services in destination, quality of activities available around destination and availability of proper information about local places is smaller than 3 and less than 5.

It indicates that they are satisfied with the facilities mentioned above. The significant value of these seven attribute statements (p-value) are less than 0.05 indicating the significance of these statements.

Table 10
ANOVA analysis between age group and destination experience indicators

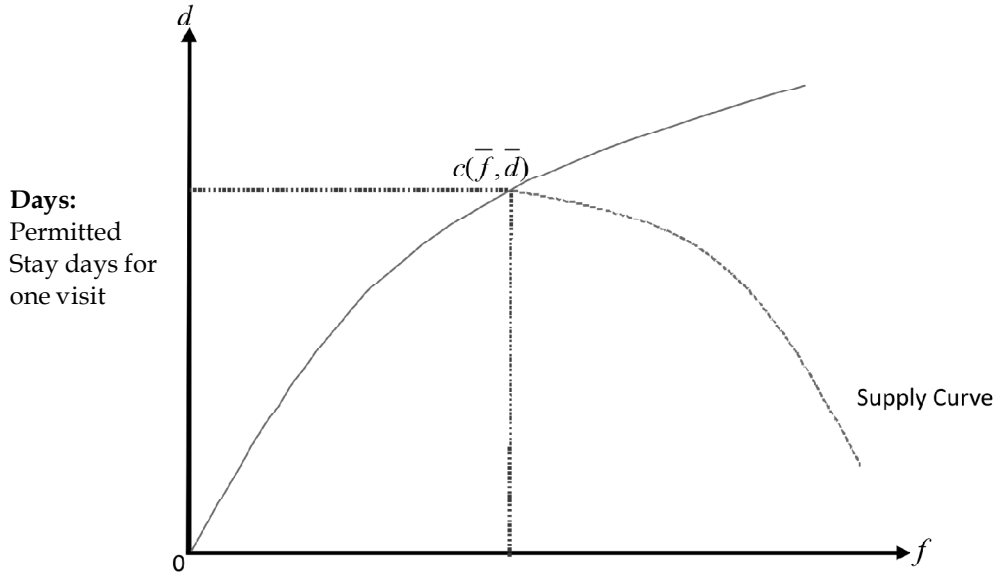
<i>Statements</i>	<i>Age Group</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>F value</i>	<i>P value</i>	<i>Remarks</i>
Safety of the accommodation	15-24	1.57	0.504	2.723	0.031	significant
	25-34	1.75	0.667			
	35-44	1.71	0.902			
	45-54	1.41	0.498			
	Above 55	1.87	0.704			
	Total	1.68	0.679			
Transport services in the destination	15-24	2.67	1.398	1.951	0.104	Not significant
	25-34	2.58	1.193			
	35-44	2.45	1.060			
	45-54	2.54	1.304			
	Above 55	2	0.735			
	Total	2.46	1.168			
Quality of activities available around destination	15-24	1.70	1.022	3.850	0.005	significant
	25-34	2.42	1.066			
	35-44	2.55	1.457			
	45-54	1.97	0.833			
	Above 55	2.42	0.948			
	Total	2.25	1.102			
Value of money spent	15-24	1.63	0.669	10.573	0.000	significant
	25-34	1.81	0.710			
	35-44	1.94	1.124			
	45-54	1.81	1.151			
	Above 55	2.89	1.111			
	Total	2.01	1.037			

* I being highly satisfied and 5 being highly dissatisfied.

(H05): There exist no significant relationship between facilities available at the destination and their overall satisfaction.

4.5. One-way ANOVA

The analysis shows that there is no significant difference in opinion about the safety of accommodation and quality of activities available around destination amongst different region of origin as their p-value is greater than 0.05. Besides, it tells us there is a significant difference in opinion about transport services in the destination and value for money spent amongst different region of origin as their p-value is less than 0.05.



Factors: Safety, comfort ability of accommodation, hospitality, transportation services, value for money, food services

Figure 2: Supply of Tourists

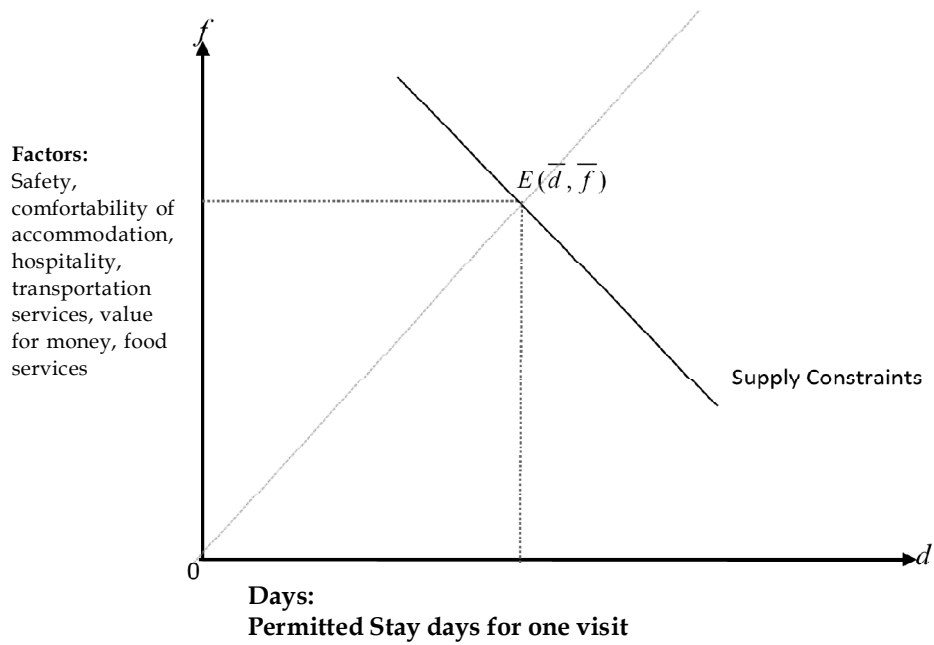


Figure 3: Supply of Tourists

The analysis shows that there is no significant difference in opinion about transport services in the destination and value for money spent amongst different age group as their p-value is greater than 0.05. Besides, it tells us that there is a significant difference in opinion about safety of accommodation and quality of activities available around destination amongst different age group as their p-value is less than 0.05.

4.6. Economic Interpretation for policy implication

All these positive and negative factors help us to analyze and make an economic interpretation regarding the supply of tourists (flow of tourists) in the country. This will give us better understanding of the implication of these factors in overall economy and policy making in short term and long run.

In figure 2, we can see X-axis (horizontal) represents overall facilities and factors available to tourists in destination and Y-axis (vertical) represents the total duration (d) of stay permitted to foreign tourists in Nepal which is 90 days for one visit. If we look at it from policy perspective, restricting the permitted days of stay as 90 days sets limitation to the usage of facilities by tourists i.e no matter the supply of facilities and offerings, the utility/ consumption of services may remain low due to legal restriction of permitted stay of 90 days which has been shown by downward sloping supply curve in the figure. However, the curve might also go upward indicating renewal of stay days by tourists applying visa for extension which is depicted by supply curve going upwards. In this case, consumption of utilities and supply can also move upward. This figure simply highlights the possible implication of legislation of permitted stay days of tourists over the consumption of available offerings and facilities to tourists.

In figure 3, we can see Y-axis (vertical) represents negative factors influencing overall experience and supply of tourists and X-axis (horizontal) represents the total duration of stay permitted to foreign tourists in Nepal which is 90 days for one visit. In line with figure 2, if we increase the permitted days of stay and remove the restriction of 90 days, it doesn't necessarily guarantee the higher consumption of utilities in other hand. Supply constraints like lack of proper infrastructures, adequate hotels and new destinations, accessible facilities for special needy people, airport quality, pollution etc limit the supply making it as a constraint for future growth of tourism sector. However, with proper development of infrastructures and exploration of resources, supply curve can be upward sloping making the consumption of facilities higher along with increased days of stay of tourists. This figure simply highlights the capacity of a nation to meet higher demands of tourists staying longer days with the available resources that it possess in current scenario.

5. CONCLUDING REMARKS

The study reveals that Scenic beauty is seen as a prime motivation to travel Nepal for most of the visitors and trekking is seen as a primary purpose of visit to Nepal. Recommendation of family and friends has been also considered as the important factor for many of the tourists. Travel agencies, newspaper and social media seems to be less considered factors while making travel decisions by visitors. Maximum number of tourists said that they spent less than \$1000 during their trip to Nepal that excludes international air flight expenses. It indicates that Nepal is a "Value for Money" destination which was also mentioned by a tourism professional during the interview under expert opinion. The study found that Kathmandu was the main preferred destination for most of the tourists visiting the country which was followed by Pokhara and Annapurna region. Talking about activities, trekking was mostly undertaken activities followed by cultural events. Though, Yoga activity was the least undertaken, it can be seen as an emerging activity among foreign tourists.

The statistical test suggests that there exist a significant relationship between visitors' prime motivation to travel, primary purpose of the trip, decision making factor and overall satisfaction. Moreover, there exist a significant relationship between main preferred destination and overall satisfaction too. However, there exist no significant relationship between per person expenditure, frequency of travel and overall satisfaction of the trip. Analyzing destination attributes and key aspects of the trip, hospitality of local people and natural features in/ around destination gets low mean indicating high satisfaction compared to other factors mentioned. Transport services around destination, accessible facilities for people with special needs, cost of transportation services and availability of proper information about local places gets higher mean indicating comparatively low level of satisfaction. Interestingly, there exists a significant difference in the opinion across different expenditure group on transport services available in the destination. Safety of accommodation, quality of activities and value for money spent has significant difference in opinion across different age group.

Furthermore, there exist higher positive correlation between willingness to recommend and overall experience of the trip (+0.560). These findings depict that foreign tourists are overall satisfied with their experiences. Since, consumer behavior keeps changing with time; it is not a one-time event and should be taken as a continuous phenomenon. Hence, for future researchers there is an ample space to study. Country Specific data of tourist can be studied and analyzed for detailed analysis of tourists' behavior. Research on each dimension of trip like destination, activities, cost, safety, and value for money could also be conducted separately. Interrelationship between each demographic characteristic of tourists and its

influence on their behavior and satisfaction can be studied thoroughly with large number of samples with data for a longer span of time throughout the year.

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