Impact of trustworthiness on tourist satisfaction in Nepal: The mediating role of civilized tourism behavior intention[1]

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ABSTRACT

Tourism spread across all over the globe because of easy global access. Along with it, tourism also expanding. Then, a tourism-based economy focuses on long-term and sustainable tourism growth. As trustworthiness evolved, it optimizes tourist satisfaction, which helps to increase tourist flow. Civilized tourism behavior intention also plays a vital role to improve tourist satisfaction and grow the economy. The civilized tourism behavior intention structures connect tourism-related services to increase trustworthiness, which enhances revenue and stimulates economic growth. This research aims to investigate how tourists' intent to engage in civilized tourism behavior influences their perceptions of Nepalese hospitality and tourism when they travel there and revisit. The current study on civilized tourism behavior intention applied as a mediator for effective trustworthiness on tourist satisfaction in Nepal. It also highlights how important credibility is for raising tourist satisfaction. The study selected 150 samples from the tourism sector to get information through the use of surveys, which were examined using PLS-SEM. The results point to a positive correlation between trustworthiness and tourist satisfaction. The results show that civilized tourism behavior intention greatly affects tourist satisfaction. The results also suggest that civilized tourism behavior intention mediates the relationship between trustworthiness and tourist satisfaction. To ensure that tourists would be satisfied to make civilized tourism behavior intention a priority, the tourism industry and government policy-making agencies should collaborate.

KEYWORDS

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INTRODUCTION

On account of the current global development circumstance, nations worldwide are concentrating on sustainable development that doesn't have any significant adverse effects and keeps expanding; thus, they prefer one of the best in promoting tourism. Tourism development is one of only one long-term profitable investment, with no adverse effects, in tourism, which is perpetually expanding. The degree to which travelers believe the information they get about a tourist location is accurate, trustworthy, and objective is referred to as the trustworthiness of tourism. It is a crucial consideration for travelers when deciding where to go since they want to be sure that the information they receive about the location and its attractions is reliable. The source of the information, the presentation of the material, other people's personal experiences, and the reputation of the location are just a few of the numerous variables that might affect how trustworthy tourist information is. Nepal tourism is quite reliable. Nepal is one of the most popular tourist places. Tourists are more likely to rely on clear, concise, and comprehensible information. The fact that other people have experienced a place firsthand — as opposed to copy provided by the brand or agent service handling group bookings makes them more believable than reviews and information obtained from first-time tourists. Many factors, such as political stability, crime rate, or the sustainability of a destination, can affect how reliable tourism information is. Tourism businesses can increase the reliability of information by ensuring it is accurate and up to date, noting where their source comes from, and clearly expressing written text. Hospitality businesses can foster trust with tourists by responding to their needs and issues as well as offering outstanding customer service. Research on trustworthiness, specifically in tourism, is still sparse, but it should be considered an important area for attention. From the factors affecting trust in tourism information, businesses and even governments can help bring tourists more reliable info, which ensures that they have enough knowledge to base their own travel decisions.

Munar and Jacobsen (2014) systematically reviewed the reliability and trustworthiness of Travel 2.0 applications (social media, travel blogs). The credibility of these apps is the essential phenomenon found out by this research, and it arises from various factors such as how credible their source is or even if they can compete with any other contest or experience that a person has gone through. According to this study, trust in such applications could also lead to satisfaction increase or decrease in tourists. Berhanu and Raj (2020) examine perceived credibility and trust in tourism information among migrant travelers. This study highlights that immigrant tourists place trust only in sources from which information on tourism is found to be credible (i.e., government websites and travel agents). His findings further predict that the moderating effects of review trustworthiness can vary depending on the characteristics of travelers, such as cultural background and travel experience.

The theory of planned behavior is one of the most influential psychological theories, which has been devised based on factors that determine how positively a person decides to perform certain behaviors and subsequently give rise to effective activity. The scale TPB was developed (Al-Suqri & Al-Kharusi, 2015) and is subsequently used in explaining diverse behaviors among other tourist behavior. The TPB is made up of three main ingredients. Attitude: This reflects whether the individual believes that behavior is good or bad. A social norm is how the person thinks other people think they are supposed to be doing. Perceived behavioral control is the belief of how easy or difficult it will be to perform the behavior. According to the framework of TPB, these three constituents directly lead to behavioral intentions. According to the TPB, intentions to engage in behavior are stronger when all three components of attitude toward the behavior, subjective norms, and perceived behavioral control are favorable. These intentions may or may not result in actual behavior; other factors, such as availability and resources, could come into play. The trust in tourism influencing tourist satisfaction via civilized tourism behavior intention may be explained by the Theory of Planned Behavior (TPB). When people decide to behave in one way, this decision represents the first of a two-step process documented in social psychology theory called the Theory of Planned Conduct (TPB), where these intentions convert into actual behavior. Regarding the impact of trustworthiness tourism on tourist satisfaction,

trustworthiness in this situation can be understood as an influential factor in the attitude supporting component within TPB.

Most of the available research studies have investigated tourists in Western cultures with emphasizing on civilized tourism behavior intentions as mediators between trustworthiness and its influences (Liu, Wang, Fang, & Zhang, 2019). Given the possibility that different cultural contexts have differing expectations and attitudes (Iqbal, Li, Yang, & Sindhu, 2022), it is therefore imperative to investigate how cultured tourist behavior intentions play a mediating role in them. These studies have been carried out on civilized tourism behavior intentions as a mediator factor in the relationship between tourist satisfaction and trustworthiness of tourism, but they mainly centered on popular spots. Researchers need to focus on the mediating role of civilized tourism behavior intentions across types of tourist destinations as this predictive power may differ depending on destination class. The work available in the literature shows that the mediating role of civilized tourism behavior intention on the impact of perceived trustworthiness tourist information to satisfaction has basically concentrated direct effect from perception towards trustworthiness tourist with meanwhile being little attention span over related indirect links. These are the research gaps about mediating effect of civilized tourism behavior on the impact of trustworthiness towards tourist satisfaction. In doing so, we can better understand the influence that tourism information reliability and visitor happiness through intentions for civilized travel behavior have over one another. Businesses and governments can draw on this knowledge to improve the trustworthiness of tourism and make tourists make informed decisions about where they are prepared to go (McCool, 2009). Apart from the gaps, more research is required to elaborate on the above relationship.

Explanation of Hypothesis

This study has four hypothesis developments. The credibility of travel information significantly affects the level of satisfaction among tourists. If tourists feel they have been told the truth about a place, you are more likely to make them happy with their trip. This is because they are more likely to feel confident in their choice regarding destination and activities. Marinao, Chasco, and Torres (2012) claimed that travelers are more likely to be more satisfied if they trust the information about the destination place. This is because they are more likely to feel secure knowing that they act morally and do not harm the destination or local norms, values, culture & population. Civilized tourism behavior means that the tourist agrees to treat both local people and sites responsibly. It is a complex issue that depends on different components, such as the personality of the tourist, his culture, and prior experiences in tourism, to mention only some discriminatory reasons. More studies argue that the intention to practice civil behaviors exerts a positive effect on tourist satisfaction. For example, tourists who behaved appropriately scored higher in satisfaction with their vacation (Qu et al., 2021). The community and ecology can be preserved with the help of considerate tourism. Travelers can help ensure that a location is sustainable and enjoyable for future generations by being aware of their impact on the environment. Civilized tourism conduct can forge positive ties between tourists and the local population. Tourists may make a place more hospitable and inclusive for everyone by showing respect for the native way of life. According to the proposed research model, the trustworthiness of tourism can directly affect tourist satisfaction. However, this influence can be mitigated by engaging in civilized tourism behavior intention. In other words, tourists are more likely to behave civilized and to be more satisfied on their vacations with the additional trustworthiness they perceive a tourist location to be.

LITERATURE REVIEW

Trustworthiness of Tourism and Tourist Satisfaction

The level of satisfaction with which travelers rate their trip experiences is known as tourist satisfaction. It is a subjective judgment and is affected by several things, including the standard of the accommodations, the level of service, and the overall experience. The happiness of visitors is crucial for a variety of reasons. First, it might influence travelers' choices regarding

whether to return to a place or refer others to it. Second, as happy tourists are more likely to make larger purchases, it may have an impact on the economic benefits of tourism. Thirdly, it could damage a place's reputation since unsatisfied visitors might spread bad rumors. Two primary elements can affect tourist satisfaction. Firstly, these are the tangible elements of the travel experience, like the standard of the lodging, cuisine, and transportation. Secondly, these are the psychological elements of the tourism experience, such as the sensation of adventure, the feeling of being welcomed, and the general satisfaction with the trip.

The research by Lin et al. (2017) aimed to understand the impact of tourist satisfaction and service quality on Chinese visitors' behavioral intentions while touring Malaysia. Service quality was found to create visitor satisfaction, which in turn leads to a tendency to visit and use word-of-mouth, respectively. It helps sustainable economic growth and development of the specific sectors of the economy (Bhatt, 2024). To measure visitor satisfaction with a place, Kozak (2004) discussed three sets of measurements that are an expectation-disconfirmation paradigm, the overall satisfaction method, and the importance-performance analysis path. The study concluded that the expectations-disconfirmation paradigm would best assess visitor satisfaction. This study examined visitor enjoyment regarding the perception of place in the context of Malaysian cultural tourism, similar to Rasoolimanesh et al. (2019). The research found that destination image played a positive role in tourist satisfaction while tourists' expectations acted as an intervening variable. The study found that satisfaction influenced intention to return positively (Wang, Fong, & Law, 2016).

A study conducted by Zhang and Walsh (2021) found that destination dependability positively influences tourist satisfaction. The research has also identified destination trustworthiness as a mediating variable for tourist satisfaction. The reliability of tourism information positively affected visitor satisfaction, as found in the study by Xiang et al. (2017). The higher trust in the destination will positively impact loyalty, as De La Hoz-Correa and Muñoz-Leiva (2019) concluded that tourists find trustworthy as their tourist destination. The analysis also found that the effect of visitor satisfaction on visitor loyalty was moderated by reliability in tourism destinations. Therefore, hypothesis one is formulated.

H_1: Tourist satisfaction and tourism trustworthiness are positively correlated.

Trustworthiness of Tourism and Civilized Tourism Behavior Intention

Tourist "civilized tourism behavior intention" (CTBI) refers to the will of tourists, which is according to a certain value standard for the environment and local lifestyle as well as tourist culture or history. It is a very complex notion affected by variables such as traveler values, attitudes, and beliefs, which in turn are also intertwined with local social-cultural context. CTBI has great importance in many respects. Hence, the climate of tourist places can primarily be retained while conserving its ecology and local culture. For example, tourists willing to comply with environmental regulations and observe local customs will more likely not trample the fragile natural environment or offend locals. Second, CTBI can enhance everyone's vacation in general. Everyone is more likely to have a great and happy day when tourists respect one another and their surroundings. Finally, CTBI can support the development of a tourist destination's favorable reputation. People are more inclined to welcome visitors back to the area in the future and to recommend it to others if they observe them acting politely. A variety of actions can be taken to promote CTBI. Through educational efforts, visible signage, and other initiatives, tourist locations can encourage respectable tourist behavior.

Qu et al. (2021) national image has a positive impact on civilized tourism behavior, and psychological ownership mediates this relationship. According to a study by Su et al. (2022), Taiwanese tourists' perceived social responsibility, environmental knowledge, and destination image all had an impact on their CTBI. Tourism locations can encourage CTBI by creating educational campaigns, giving tourists clear instructions, and setting an example of appropriate behavior. Xu et al.'s (2023) study of CTBI has several repercussions for tourism stakeholders. First, tourism destinations can create and put into practice campaigns to encourage tourists to learn about CTBI. This could take many forms, such as information warfare, a poster, etc. Second, the tourist providers can play a role in promoting CTBI by informing visitors of what they expect

from them and demonstrating this to their guests. Tourism can also enhance CTBI when tourists are careful with their activities and respect the environment or local life, as well as other travelers.

Trustworthiness was found to affect Taiwanese tourists' CTBI (Su et al., 2022). Similarly, a study by Xu et al. (2023) also found that the trustworthiness of tourism operators had an influence on CTBI regarding Chinese tourists. The higher the perceived trust by Taiwanese visitors in this element, the less CTBI will be (Su et al., 2022). The study showed people who believed the place was more stable were "more likely to demonstrate softer forms of travel behavior, such as by respecting local ecosystems and cultures." The study concluded that those who rated the operator as more reliable were also inclined to adopt refined travel habits such as giving way and adhering to instructions. Studies revealed that tourists' perceived trust in the tourist destination and tour operator acts as a full mediator between their CTBI by investigating (Xu et al., 2023). The research finds out that the reported satisfaction of tourists with the tour experience has an indirect impact on CTBI through perceived credibility towards the operator and place.

Trustworthiness of tourism may affect CTBI for a variety of reasons. First, travelers are more inclined to assume that travel vendors are dedicated to sustainable tourism practices if they trust them. Second, travelers who have faith in the services the tourism industry provides are more likely to feel at ease and respected, which can result in more polite behavior. Finally, tourists are more likely to be satisfied with their whole experience, which can also result in more polite behavior if they trust the tourism suppliers. For those involved in the tourism industry, the relationship between CTBI and the credibility of tourism has significant ramifications. By being dependable, honest, and open with their clients, tourism locations and business owners should work to earn the trust of travelers. Tourism destinations may gain the trust of visitors by giving them accurate and current information about the area, enforcing laws to safeguard them from fraud and exploitation, and resolving any conflicts that may arise between visitors and tourism suppliers promptly and equitably. By being truthful about their costs and services, keeping their word, and offering top-notch customer support, tourism providers may gain the trust of travelers. The majority of the studies point to a favorable association between CTBI and tourism trustworthiness. Tourists are more inclined to act in polite tourist behaviors if they believe that tourism providers are more reliable. Consequently, a second theory was created.

H_2: There is a positive correlation between the Trustworthiness of tourism and Civilized Tourism Behavior Intention.

Civilized Tourism Behavior Intention and Tourist Satisfaction

Tourist satisfaction and the intention to engage in civilized tourism behavior (CTBI) are positively correlated. Tourists are more likely to be pleased with their overall travel experience when they exhibit civilized tourist conduct. There are several factors at play in this relationship. First, polite tourist conduct can contribute to a more welcoming and enjoyable environment for all visitors. For instance, visitors who respect the area's ecology and culture are less likely to harm delicate ecosystems or enrage locals. Everyone engaged may have a more gratifying and good experience as a result. Second, polite tourist conduct can foster a stronger sense of kinship between visitors and the locals.

For instance, visitors who take the time to become familiar with the local way of life are more likely to experience a sense of respect and belonging. This may result in a more fulfilling and meaningful travel experience. Finally, polite tourist behavior can simply boost visitors' self-esteem. Tourists are more likely to feel good about their trip and their contribution to the place when they are aware that they are acting with respect and responsibility. This may also result in a more enjoyable travel encounter. For those involved in the tourism industry, the relationship between CTBI and visitor satisfaction has significant ramifications. Tourism sites and businesses should make an effort to promote polite tourist behavior. They can accomplish this by setting clear expectations for visitors and by setting an example of proper conduct for others. Tourism industry players may enhance tourists' overall pleasure and foster a more fulfilling and sustainable travel experience for everyone by promoting civilized tourism conduct.

Su et al. (2022) discovered a favorable correlation between Taiwanese visitors' CTBI and their level of satisfaction as travelers. According to the study, travelers with a higher CTBI were

more likely to be pleased with their trip. Chinese visitors' CTBI was a major predictor of their satisfaction as tourists. Xu et al. (2023) state that even after adjusting for other variables like destination image and perceived service quality, the study indicated that travelers with a higher CTBI were more likely to be pleased with their travel experience. Wang et al. (2016) discovered that visitors' CTBI mediated the link between their perception of the tourism destination's authenticity and their level of contentment. The study discovered that travelers' CTBI had an impact on their pleasure both directly and indirectly by how real they regarded their destination to be. For those involved in the tourism industry, this link has several ramifications. Tourism sites and businesses should make an effort to promote polite tourist behavior. They can accomplish this by setting clear expectations for visitors and by setting an example of proper conduct for others. Tourism industry players may enhance tourists' overall pleasure and foster a more fulfilling and sustainable travel experience for everyone by promoting civilized tourism conduct. Most research indicates a positive correlation between CTBI and visitor satisfaction. When travelers behave properly, they have a higher chance of being satisfied with their trip as a whole. This led to the development of a third hypothesis.

H_3: Civilized Tourism Behavior Intention and Tourist Satisfaction are positively correlated.

Trustworthiness of Tourism, Civilized Tourism Behavior Intention, and Tourist Satisfaction

In various ways, CTBI can operate as a mediator between tourist satisfaction and the reliability of the tourism industry. First, travelers are more inclined to assume that travel vendors are dedicated to sustainable tourism practices if they trust them. Since they are aware that they are making a beneficial difference for the place, travelers may feel more satisfied with their overall travel experience. Second, travelers are more likely to feel at ease and respected when they trust travel vendors. Since visitors are more likely to have a good time, this can boost satisfaction with the tourism experience. Last but not least, even if there are a few minor issues or inconveniences, tourists who trust tourism providers are more likely to be pleased with the overall tourism experience. This is because visitors are aware that the tourism service providers are making every effort to give them a satisfying experience.

A variety of implications for tourism stakeholders result from CTBI's mediating role in the relationship between visitor satisfaction and the trustworthiness of tourism. By being dependable, honest, and open with their clients, tourism locations and business owners should work to earn the trust of travelers. They should also show that they are committed to eco-friendly tourist methods. For those involved in the tourism industry, this may have a lot of advantages, such as a rise in repeat business, good word of mouth, and a better reputation.

The association between Taiwanese tourists' tourist satisfaction and their CTBI was mediated by their perception of the dependability of the tourism destination (Su et al., 2022). According to the survey, travelers who thought the place was more reliable were more likely to be pleased with their travels and participate in CTBI. Chinese tourists' perceptions of the tourism operator's dependability acted as a mediating factor in the relationship between their pleasure as tourists and their CTBI (Wang et al., 2016). According to the survey, travelers who thought the operator was more reliable were more likely to be pleased with their travels and participate in CTBI. Xu et al. (2023) discovered that visitors' CTBI mediated the link between their perception of the tourism destination's authenticity and their level of contentment. According to the study, travelers who felt the destination was more authentic were more likely to participate in CTBI and to be pleased with their travel experience. Overall, the research points to CTBI as a potential mediator in the relationship between tourism's dependability and visitor pleasure. Visitors who trust travel vendors are more inclined to participate in CTBI, which can boost visitor satisfaction. As a result, a fourth hypothesis was created.

H_4: Civilized tourism behavior intention mediates the relationship between the trustworthiness of tourism and tourist satisfaction.
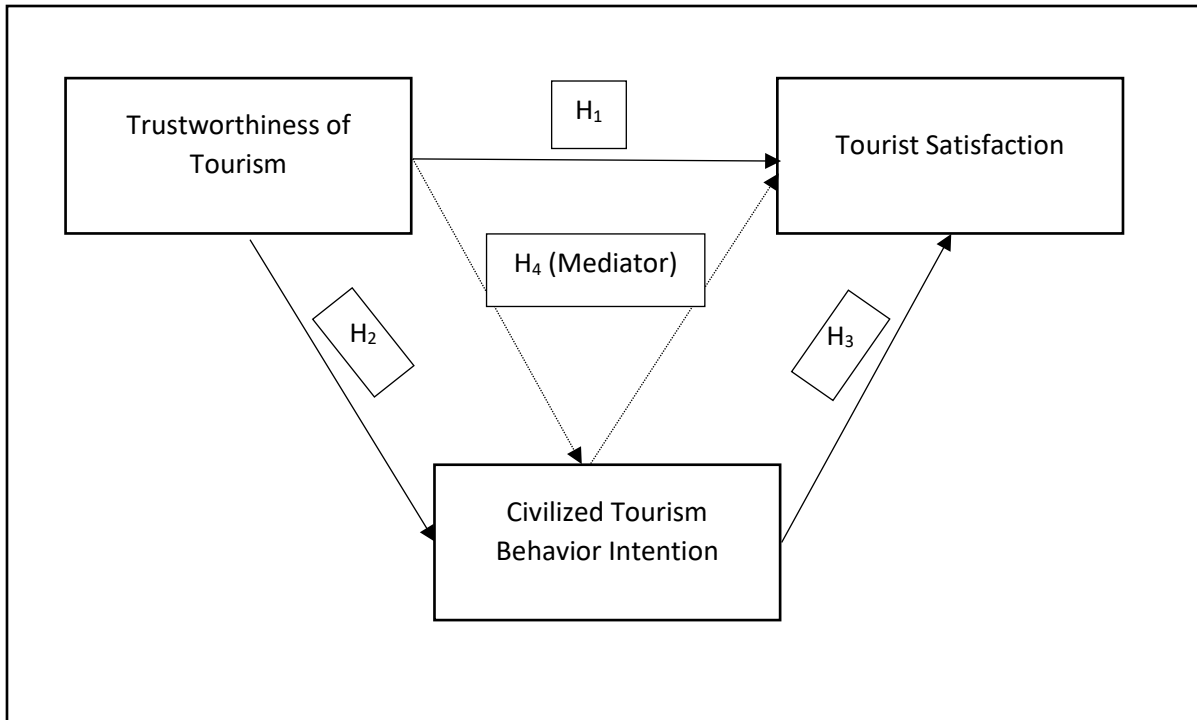
Conceptual Model

Figure 1. Conceptual Model. (Source: Own research)

RESEARCH METHODOLOGY

Research Methodology and Data Collection Tools

According to Kothari (2004), research methods are specialized processes or strategies used to locate, pick, process, and analyze data on a particular subject. We used quantitative methodologies to fulfill the dissertation's purpose, research questions, objectives, and hypotheses (Nenty, 2009). The main emphasis was on factors that impact tourist satisfaction, specifically how civilized tourism behavior intention impacts tourist satisfaction. We started with a carefully chosen population, study design, and sampling. Then, we concentrated on the tools utilized, validation techniques, experiments, and data gathering and analysis. As a result, general population objectives were guided by straightforward random sampling techniques, and each member of the population had an equal chance of being chosen for the sample. According to Olken & Rotem (1995), the rationale for simple random sampling is that it eliminates bias in the selection process and ought to result in representative. A closed-ended questionnaire was utilized to collect the data, with each question being presented in a logical sequence and formulated in an unambiguous, straightforward manner. This approach gave participants the chance to clear up any uncertainties of any sort and allowed us to describe the goal of the study in a way that would inspire participants and result in a high rate of questionnaire return (White & Frederiksen, 2005). However, a closed-ended questionnaire was used. The studies focused on registered star and star hotels, resorts, travel and tour agencies, and different registered tourism-related organizations employees from the Kaski district of Nepal, and we selected 150 hospitality and tourism sector-related employees as our sample for this study.

Although the sample size may appear tiny, less than 150 researches have examined the effects of group size and familiarity on visitor satisfaction. Perceived value acts as a mediator (Yen, 2013). The target sample consisted of all registered organizations operating in the Kaski district that offer various services linked to tourism as well as other tourist-related activities.

They were all chosen using basic random sample methods because the population was small and representative. On the other hand, managers, supervisors, owners, and line staff from the hospitality and tourism sector, sales and marketing section, event and promotion section, officers and managers from the front of the office of the hospitality and tourism sector of chosen

organizations were the respondents taken using a purposive sample strategy. The selection criteria were based on their management and operational activities with tourists and the frequency of direct interaction with different levels of service present, which were essential for affecting the level of tourist satisfaction.

Data Collection Tools/Methods

This study's data collection strategy, a survey methodology, is frequently connected to deductive methods depending on the quantitative approach used (Rahi, 2017). A survey method gave us complete control over the research procedure. It enabled the production of survey results that were more reasonably priced and representative of the population of hospitality and tourism service provider organizations from the Kaski district in Nepal. According to Bryman (2006), structured interviews and questionnaires are the two primary data collection methods frequently used in survey procedures.

Therefore, the primary source of quantitative data for the current investigation was a self-administered questionnaire. The identical questions about every variable utilized in this investigation were included in each questionnaire. Furthermore, partial least squares structural equation modeling (PLS-SEM) was used to examine the data gathered through questionnaires. Both survey managers and respondents may quickly learn how to use the 5-point Likert scale. Higher-point scales require more effort and time to complete. Scales with more points fit screens of mobile devices better. With options, respondents don't feel swamped. Therefore, a 5-point Likert scale with the options strongly agree to strongly disagree was adopted in the current investigation (Finstad, 2010).

Table 1.

Respondents' Characteristics (Source: Own research)

Respondents' characteristics	Frequency	Percent
Gender		
Men	108	72%
Women	42	28%
Total	150	100
Age group		
Under 25	32	21%
26-35	40	27%
36-45	45	30%
Over 45	33	22%
Total	150	100
Education		
Secondary or Basic	37	25%
Undergraduate	53	35%
Masters	60	40%
Total	150	100
Position		
Supervisor/ Worker	40	27%
Middle Manager	45	30%
Manager	55	37%
Owner/ CEO	10	6%
Total	150	100

The study included 200 participants in total, and 150 valid responses were collected. 42 female individuals comprised 28% of the study's overall number of participants, including 108 male participants, or 72% of the total. There were 150 participants in all, divided into different age groups for the study. In particular, 32 people (21%) were under the age of 25, 40 people (27%)

were between the ages of 26 and 35, 45 people (30%) were between the ages of 36 and 45, and 33 people (22%) were beyond the age of 45.

This study examined the distribution of career levels among four employment roles: manager, owner/CEO, and supervisor/worker. 40 people (27%) in the supervisor/worker position, 45 people (30%) in middle management, 55 people (37%) in the manager position, and 10 people (6%) in the owner/CEO position made up the sample. The participants' educational backgrounds ranged from basic/secondary (37), undergraduate (53), master's (60), and doctoral degree (0). These percentages were 25%, 35%, 40%, and 0%, respectively, according to the degrees. In Table 1, demographic variations and a variety of characteristics of the population are exposed.

Measurement Scale

All thirteen items were adapted from Ghandour & Bakalova (2014) and Coromina & Camprubí (2016) to assess the trustworthiness. For civilized tourism, behavioral intentions were evaluated with three items adapted from Miller, Merrilees, and Coghlan (2015), Qiu (2017), and Kiatkawsin and Han (2017). Tourist satisfaction was also measured using three items from previously validated studies (Jin, Lee, & Lee, 2015; Lee, Lee, & Choi, 2011)

RESULTS AND DISCUSSION

The partial least squares structural equation modeling (PLS-SEM) approach was the one that the researchers favored for data analysis (Jan, Junfeng, & Iqbal, 2023). According to Haenlein & Kaplan (2004), PLS-SEM is a better method than other conventional multivariate ones. Through the application of the bootstrapping procedure, PLS-SEM is a statistical technique that offers a reliable analysis (Bhatt, Ahmed, Iqbal, & Ullah, 2023). Researchers can use this technique to generate standard errors for route coefficients to assess the significance of their findings (Nitzl, Roldan, & Cepeda, 2016). The initial presumptions were examined, including multicollinearity, normality, and common method variance (Tabachnick, Fidell, & Ullman, 2007). Hair Jr, Babin, and Anderson (2010) used a two-step procedure that included measurement and structural models to analyze and explain the data acquired.

Measurement Model Assessment

To investigate the measurement model, it is crucial to evaluate each concept's reliability, internal consistency, convergent validity, and discriminant validity (Hair Jr et al., 2010; Iqbal, Li, & Jan, 2023). Since PLS-SEM has been widely embraced by academics across various academic and research fields, it was used for this study. This study is relevant since it used a novel approach to establish criteria for in-depth data analysis (Joseph F Hair et al., 2019). The researchers employed factor loading to evaluate the dependability of each item (Joe F Hair et al., 2012). Joseph F Hair et al. (2019) state that a minimum threshold of value is 0.700 or above, and a maximum threshold lower than 0.950 is necessary. Every outside loading in our investigation complies with the standards, as shown in Table 2.

Table 2.

Mean SD, CA, CR, and AVE (Source: own research)

Constructs	Mean	SD	CA	CR	AVE
Civilized Tourism Behavior Intention	3.098	0.897	0.732	0.849	0.652
Tourist Satisfaction	3.029	0.911	0.768	0.866	0.683
Trustworthiness of Tourism	3.369	0.882	0.935	0.944	0.565

SD, standard deviation; CA, Cronbach alpha; CR, composite reliability; AVE, average variance extracted.

Internal Consistency

Researchers frequently utilize Cronbach's alpha and composite reliability to evaluate an instrument's internal consistency. The measures often utilize a minimum threshold of 0.700,

according to several studies (Bagozzi, Yi, & Phillips, 1991; Joe F Hair, Ringle, & Sarstedt, 2011; Joseph F Hair et al., 2019; Hair Jr et al., 2021). The internal consistency and reliability of the structures, according to (Bagozzi et al., 1991), are displayed in Table 3. The variance inflated factor (VIF) is a statistical tool for determining the presence of method bias and collinearity effects. That is what Ringle, Wende, and Becker (2015) assert. It is frequently preferable to accept and consider a threshold of value five or less for the VIF, as illustrated in Table 3.

Table 3.
Factor loadings and variance inflated factor (Source: own research)

Construct	Item	Loading	VIF
Civilized Tourism Behavior Intention			
	CTBI1	0.796	1.414
	CTBI2	0.838	1.563
	CTBI3	0.787	1.410
Tourist Satisfaction			
	TS1	0.840	1.676
	TS2	0.831	1.416
	TS3	0.839	1.745
Trustworthiness of Tourism			
	TW1	0.715	3.555
	TW2	0.813	4.716
	TW3	0.740	3.546
	TW4	0.711	2.304
	TW5	0.722	2.061
	TW6	0.720	2.175
	TW7	0.707	3.067
	TW8	0.803	4.122
	TW9	0.789	5.199
	TW10	0.761	2.810
	TW11	0.788	2.984
	TW12	0.709	2.010
	TW13	0.780	3.184

According to Fornell & Larcker (1981), the average variance extracted (AVE) is utilized to assess the discriminant and convergent validity. Convergent validity is usually established using a minimum criterion of 0.500 or above (Chin, 1998). The findings of the convergent validity research are shown in Table 3. Every latent variable had average variance extracted (AVE) values higher than the chosen cutoff, as shown in Table 3. The square root of the average extracted variance (AVE) was found to be greater than the correlations among the latent components, as shown in Table 4. The current investigation demonstrates acceptable discriminant validity across all dimensions.

Table 4.
Discriminant validity (Source: own research)

Constructs	CTBI	TS	TW
Civilized Tourism Behavior Intention	0.807		
Tourist Satisfaction	0.770	0.827	
Trustworthiness of Tourism	0.828	0.822	0.752

Structural Model Assessment

The R^2 coefficient is a measure of a model's predictive power (Sarstedt et al., 2014). Chin (1998) categorized an R^2 value of 0.60 as vital, 0.33 as moderate, and 0.19 as weak and suggested

certain factors for calculating the R^2 value. Table 5 displays the R^2 and Q^2 values for the TS and CTBI variables. The coefficient of determination (R^2) for the TS variable is 0.701, while that for the CTBI variable is 0.686. The Q^2 value for TS was calculated to be 0.471, while the Q^2 value for CTBI was calculated to be 0.441. The results of the F^2 tests for the TW construct (0.365) and CTBI (0.083) suggest that our study model is valid.

Table 5.
Predictive Relevance and Model Fit (Source: own research)

Constructs	Q^2	R^2	F^2
CTBI	0.441	0.686	0.083
TS	0.471	0.701	
TW			0.365

To determine the statistical significance of the hypothesis, the study used the bootstrapping approach, particularly 5,000 bootstrap samples (F. Hair Jr et al., 2014; Henseler, Ringle, & Sinkovics, 2009). The data from Table 6 and Figure 2 provide empirical support for Hypothesis 1 (H_1), which postulates a significant and positive correlation between CTBI and TS (β= 0.282, t = 3.865, p = 0.000). As a result, hypothesis H_1 has been verified.

Table 6.
Structural model (Source: own research)

Hypothesis	Relationship	Beta	SE	t-Value	p-Value	Decision
H1	CTBI → TS	0.282	0.073	3.865	0.000	Supported
H2	TW → CTBI	0.828	0.020	41.083	0.000	Supported
H3	TW → TS	0.589	0.065	9.129	0.000	Supported
H4	TW→ CTBI → TS	0.233	0.060	3.881	0.000	Supported

The study's findings showed a statistically significant link between trustworthiness (TW) and civilized tourism behavior intention (CTBI) (β = 0.828, t = 41.083, p = 0.000), supporting Hypothesis 2. The correctness of hypothesis 3 is supported by the numbers t = 9.129, p = 0.000, and β = 0.589. The results of the study supported the idea that civilized tourism behavior intention (CTBI) acts as a mediator in the relationship between the trustworthiness of tourism (TW) and tourist satisfaction (TS). The results of the analysis produced a statistically significant result (β = 0.233, t = 3.881, p = 0.000), confirming the partial mediation theory put forth by Baron and Kenny (1986).
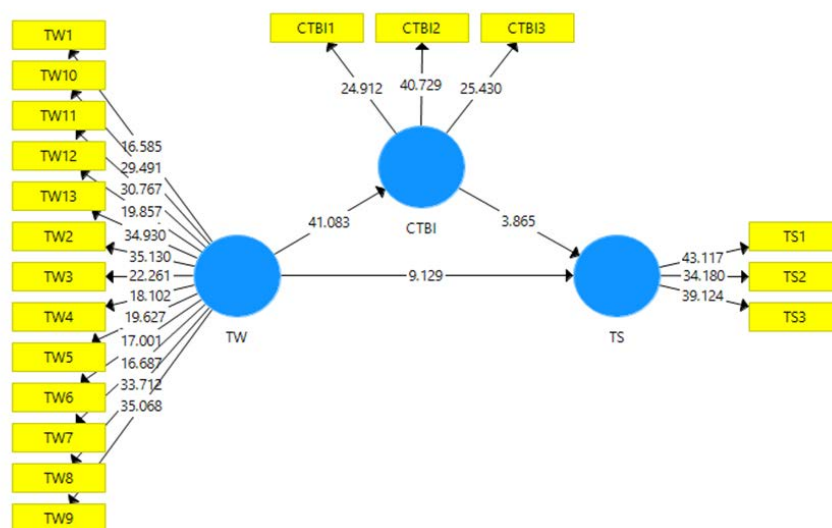

Figure 2. Hypothesis Results (Source: Own research)

DISCUSSION

The current study examined the relationship between the trustworthiness of tourism and tourist satisfaction as well as the mediation function of civilized tourism behavior intention. The results indicated a direct connection between the trustworthiness of tourism and tourist satisfaction. As per tested results, it helps increase tourist flow and revisit ratio of tourists who have already visited. It also helps the tourism sector to have positive marketing in the international market at zero cost. According to this study's findings, travelers are more likely to be happy with their vacation if they feel comfortable and secure and have faith that the tourism sector will give them a positive experience. The purpose of civilized tourism behavior and the reliability of tourism were also found to have a significant impact on tourist satisfaction. The results also demonstrated that the purpose of civilized tourists serves as a mediator in the relationship between trustworthiness and tourist satisfaction. The idea that tourist satisfaction is mediated by tourist trust is also supported by Su, Hsu, and Swanson (2017). This indicates that visitor satisfaction is significantly influenced by visitor trust. The results of this study were similar. Customer satisfaction in the hospitality business is influenced by trust and dedication.

The empirical results demonstrated that while trustworthiness will undoubtedly have a positive effect on visitor pleasure, it can be increased if the purpose of civilized tourism behavior is worn appropriately throughout the social culture and other processes. This implies that if we emphasize the purpose of civilized tourism behavior, every type of tourism trustworthiness also grows, and it helps maintain sustainable tourism with high visitor satisfaction. Visitors are more likely to be pleased with their vacation when they believe they can trust the tourism sector. Satisfied visitors are more inclined to suggest a place to others, revisit it, and spend more money. This may significantly benefit the local economy. Tourist trust has a beneficial influence on the purpose of civilized tourism behavior (Poon & Koay, 2021). Peng et al. (2023) state that the association between visitor happiness and the intention to engage in civilized tourism conduct is mediated by visitor trust and perceived fairness. The purpose of engaging in civilized tourism is a crucial element that can affect visitor satisfaction. Businesses and venues that cater to tourists with civilized intentions are more likely to draw in and keep happy visitors. This study highly values civilized tourism practices that aim to satisfy visitors and promote sustainable growth. Zhang and Walsh (2021) found that the relationship between tourist trust and perceived fairness is mediated by the purpose of civilized tourism behavior and visitor satisfaction. Peng et al. (2023) state that the intention to engage in civilized tourism behavior is a predictor of visitor satisfaction. An essential mediator in the relationship between the credibility of tourism and visitor satisfaction is the goal of civilized tourists. Businesses and travel destinations that aim to encourage civilized tourism behavior can give visitors a more reliable and enjoyable experience, enhancing visitor satisfaction and loyalty. The purpose of civilized tourist behavior is to modulate the link between tourist pleasure and perceptions of fairness and trust (Zhang & Walsh, 2021). Peng et al. (2023) also state that the purpose of civilized tourism behavior and visitor satisfaction serves as a mediator between visitor trust and perceived fairness.

CONCLUSION, LIMITATIONS, AND FUTURE WORK

This study's goal was to examine the variables that affect visitor pleasure, including the importance of credibility and polite travel behavior. How the development of sustainable tourism and how it relates to Nepal's tourism industry. These findings suggest that preparing a development strategy for the tourism industry depends on several critical steps in sustainable tourism development. These processes include increasing public trustworthiness and civilized tourism behavior on tourism sites. The effectiveness of civilized tourism behavior strategies in Nepal significantly depends on how knowledgeable policymakers and service providers are in this area. What practices do they embrace, and what successful practices do they imply? The tourism industry must also actively participate in tourism-related workshops and training programs to identify, measure, monitor, and regulate various procedures and civilized tourist behavior activities, such as dealings, market requirements, frequency of uses, and operational support for policymakers. This is a great method to improve the financial outlook for the tourism industry. As a result, the study's findings support the notion that trustworthiness significantly impacts

visitor satisfaction in areas where suitable mechanisms haven't been implemented to guide policy. It is still important to consider the market's importance, tourism development, greater way of marketing, and sustainable growth, particularly in light of the various tourism sectors with civilized tourism behavior processes and methodologies crucial for economic and sustainable growth. This is true even if the system driving the tourism sector is the most popular way is of correct communication and public civilized behavior. It is underlined that different countries' cultural systems vary and that the methods for establishing market value have flaws and constraints that appear in both typical and unfavorable situations. However, these processes continue to be essential tools in the process of embracing the overall growth of tourism and raising visitor contentment that the tourism industry employs, and their results assist behavior in boosting efficiency in the better outcome for higher visitor pleasure. The impact of tourism's dependability and the mediated role of civilized tourism behavior intention on visitor satisfaction in Nepal were the sole elements that were the focus of the survey in the current study. It is crucial to examine how the Nepalese tourism industry's personnel, policy-making bodies, backing from the government, coordination, reliability, and success in achieving high levels of tourist satisfaction all relate to each other. Only registered organizations in the Kaski district of Nepal were taken for this study. As a result, a later study may encompass more categories, such as other big cities, hotels with higher turnover rates, locations closer to airports and heritage sites, and organizations with a registered interest in tourism.

THEORETICAL AND PRACTICAL IMPLICATIONS

The process of organizing and directing the expansion and development of tourism at a tourist destination is known as tourism development. Numerous parties are involved, including local communities, governments, tourism companies, and travelers. To meet the requirements of the present without sacrificing the capacity of future generations to meet their own needs, tourist growth should be sustainable. This means that tourism's economic, social, and environmental effects should be considered while planning new tourist attractions. It helps the nation generate long-term money from a one-time investment and aids the local population in obtaining a location and a local product for simple market access in their neighborhood. Local communities should be involved in and profit from community-based tourism development. This can be achieved by ensuring that locals can profit financially from tourism and have a voice in the planning and growth of the industry. The negative effects of tourism on the environment and culture of the destination should be kept to a minimum as part of responsible tourist development. This can be achieved by implementing sustainable tourism methods, such as cutting back on energy use and waste creation and respecting native cultures and customs. By bringing in investment, generating tax money, and creating jobs, tourism growth may help the economy. It contributes significantly to the local area's growth without borrowing from the government budget. Tourism development can support social development by enhancing infrastructure, offering educational and cultural opportunities, and fostering community development. By encouraging sustainable tourism practices and increasing knowledge of the value of conservation, the tourism industry can help to safeguard the environment. With mutually beneficial economic development, environmental and ecological development also improves. This is because credibility can help the tourism industry attract more visitors, and civilized tourism practices can raise visitor pleasure, which promotes the sector's growth and development on all fronts – economically, monetarily, environmentally, and ecologically. However, to reap the greatest rewards, tourism organizations must make sure that their staff members who deal with tourists are adequately instructed on how to treat visitors who are dressed nicely. For instance, the workforce in the hotel and tourism industries can be taught improved behavior, positive traits, and civilized handling techniques to increase visitor pleasure. Additionally, they can learn how to interact with tourists effectively to improve sales, mentally prepare for longer stays, and take advantage of various tourism-related activities.

In conclusion, trustworthy behavior and civilized tourism behavior both have the potential to raise visitor pleasure considerably. The degree of civilized tourism conduct intention determines how trustworthiness affects visitor satisfaction. This could boost the number of tourists visiting more frequently and lengthen their stay. It encourages repeat visits from tourists

and effective local and worldwide word-of-mouth advertising. Routinely politely interacting with new tourists helps employees develop their skills and knowledge, which also allows for greater use of marketing tactics.

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