

OBSERVATION OF INTERNAL AND EXTERNAL ORGANIZATIONAL FACTORS IN THE HOSPITALITY INDUSTRY OF NEPAL

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ABSTRACT

This research paper enlightens the internal and external organizational factors of hospitality industry of Nepal for their better understanding for environmental impacts. This research is based on quantitative research design as observation of external and internal organizational factors depends on adaptation of strategic plans in hospitality sector. To analyze the facts researcher thus use primary means of data collection and adopt field collected questionnaire techniques. Simply, to precisely analyze the data SPSS software is considered. The different data analysis techniques as descriptive statistics are used in this research. Research has high value and worth for promoting scattered hospitality sector. This research suggests various assertive factors where hospitality sector can work on. The hotel sector being the most suffered sector in pandemic, this research provide valuable suggestion to policy maker on how can they promote economic growth through hospitality enhancement. Likewise, research determines new ways for tackling crises seen in hospitality sector which can truly be helpful for growth of hotel sector.

This research work use ground study and has high worth and value. It is native work in field of hospitality. To enhance value, researcher has presented the field collected data with well-defined statistical tools as obtained. The researcher has collected data through self-structured questionnaire which ensure research being the primal work and is original work of researcher.

KEYWORDS: *Organizational Factors, Hospitality industry, Organizational Dynamics, Post-Pandemic Recovery, Nepal, Strategic Adaptation.*

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