

# Exploring the prospects of Homestays in Indian Tourism and Hospitality Industry as an Alternate Preference for Stay.

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## ABSTRACT

Homestays refers to locations for the tourist attraction of sites that may be on beaches, mountains, lakes or homes, typically places of scenic beauty. Three aspects: operation, amenities and attractions are the main attributes of homestays. Closeness to local culture further enhances guest satisfaction, helping to retain the rich heritage of the region. Domestic resources and natural habitats are used to promote sustainable tourism. Therefore, the promotion of tourism depends primarily on active private sector involvement and societies playing a beneficial role. The past researches on homestays lack the various attributes that plays a significant role towards guest experience in homestay and how they create a significant impact on their overall satisfaction. This paper focuses on understanding the concept of Homestays in Tourism and the various factors affecting its overall satisfaction through guest experience during holiday homestays. A field survey was conducted along the coastal belts to understand the guest preference, their cultural experience and their satisfaction level during the duration of their visit. It also analyzes the relationship and impact between overall tourist satisfaction and residence quality of homestays. This helps all stakeholders create sustainable tourism strategies, including host tourism. The outcome of the research is to explore the perception of tourist satisfaction with India during vacation homestays. Recommendations were made for further enhancement of Homestays' based on the findings.

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## 1. Introduction

A home-stay operates as home as a paid guest for a limited time on its joint terms (home-stay). However, these tourists come from various families and cultures. The Home-Stay Regulation approved to have it as a person or group (Timlasana, 2012). Home Stay endeavors to attract visitors belonging to sophisticated and over populated urban areas to the countryside, which offers stunning natural scenery and healthy, simple and inexpensive accommodation and cuisine. Homestay gives visitors a special experience both local and personal. It provides the potential for modern, untapped places to make fresh touristic destinations popular and alternative income for rural people (Gangotia, 2013). Home guests spend time with their families studying their customs and cultural values in

experiencing rural life (Devkota, 2010). India is a renowned holiday destination and a cultural and geographical heritage.

In homestay tourism, environment and culture are commercialized; visitor demand creates value for the market. It gives local Aboriginal groups financial support for environmental conservation and restoration. (Laurie et al, 2005). This strategy focuses on tourism as a development driver, demonstrating how positive and negative impacts increase (Ashley, 2000). Tourism home entails rural poverty. Includes cycling, cultural tourism, agro tourism, education, ecotourism, all forms of tourism. [Devkota, 2010]. It's a strong income source. This decreases the difference in payment balance, creates higher tax revenue, stimulates domestic economic growth and improves job opportunities. It can also provide new markets for fishing, animal husbandry and other

goods (Budhathoki 2013). Tourism development helps people seek higher education and find new employment as literacy increases. This helps re-determine new generations' cultural and racial identities. Local residents provided hospitality training and basic communication skills to learn techniques of hygiene, tourism, and conservation.

Increasing tourism at some location has had a positive effect on the area's survival but also on the lifestyles of the local population, which have lost their cultural heritage and legacy (Pandey et al., 1995). Tourism documented worldwide biodiversity. This leads to lack of local gain and lack of a safe climate, high relative to tourism's economic growth (Banskota and Sharma-1995). Changing tourist traffic and parking can also contribute to increased road traffic, urbanization, and increased pollution (Gurung et.al 1996). Women trafficked more, alcohol intake increased, adverse effects on local people's lives, destruction of natural infrastructure, impacts on religion and cultural heritage, etc. Both reasons endorse a pessimistic attitude towards tourism. Tourism also needs to protect and support neighborhoods, use local energy and services, and improve the economy of a city. Sustainable development must be a priority for tourism. Homestays, including economic, cultural, social and climate, will be a major rural development tool in all fields.

### **Present Status of Homestay Tourism in India**

Productive housing is available worldwide. India has cultural and natural resources, providing additional insight into this (homestay) phase. India's traveler gateway, natural beauty, seasonal diversity, cultural abundance, ethnicity and community hospitality are main factors. Staying in luxurious hotels, lodges, resorts and bungalows is a delicate mix. Highlights are roads north of Ladakh, Spiti (Jammu & Kashmir). Similarly, Himachal Pradesh recorded the number of resorts registered under tourism services including Kullu, Shimla, Chamba, Solan, etc. (Gangotia, 2013). Nanda Devi Valley and Flower Valley were Uttarkhand's key residents (Macek, 2012) where homestays are identified. Delhi's NCR has wonderful home spots. Assam is one of the registered tourist houses of great cultural, biological diversity. The presence of Darjeeling in West Bengal was marked by its far-east home. Rajasthan's vibrant state has Dera Rawatsar west, and Jaipur's general retreat home has a huge tourist attraction. Ahilya Fort Maheshwar Home (Madhya Pradesh) is a popular tourist destination. South India homestay destinations own Kerala, Karnataka, Tamil Nadu. In South Karnataka's 225-acre, coffee and spice groves, Honey Pot House and House of Cardamom are predominantly identified. Homestay is an incidental house constructed in Western Ghats along edges of monsoon climate, relying on Kamarjar lake. Kerala, with many locations like Casa Del Fauno, is a gateway to South India. Home opportunities include Allappuzha, Phillipkutty Kumarakom, Fringe Ford Mananthavadi and Hideaway Kolagapara. Tourists enjoy fun, quiet holidays in an atmosphere of exquisite environmental beauty if one selects Kerala's experience. Many locals find India beautiful. To exploit its vast potential, this tourism idea must be given due

consideration by evaluating its opportunities and challenges in India.

The research is an endeavour to explore the various attributes that contribute towards the guest satisfaction during their duration of time they spend in the homestays. While studies have been conducted as to why tourists choose homes, their feelings have not yet been studied. Since community tourism is found in communities, it is highly contextual due to cultural differences. Therefore, there are lack of literature that had discussed on the influential attributes and their inter-relationship for overall tourist satisfaction level in homestays . This research attempts to look into these aspects through a survey and responses taking Indian coastal belt homestay tourism and the experience of tourists during their stay.

## **2. A Review of Literature Exploring the Concept of "Homestays" and its Implications towards Tourist Satisfaction**

Several papers had been written on customer care from various viewpoints. There is no Indian-based study on tourist satisfaction and homestays. The existing literature review describes international literature. Such literature notes that customer satisfaction can be based on the selection of aspects between the cognitive experience of the consumer and the objective existence of the product / service.

### **a. Concept of Homestay Tourism**

Homestay is an accommodation arrangement where visitors live as a family member with households in a location. (Gu & Wong, 2006) for payment (Andriotis & Agiomirgianakis, 2013). Homestay tourism is, according to (Jamal, 2011), a type of tourism that attracts a specific market segment where people want authentic experiences based on nature, culture and local tradition. Unlike other lodging options, homestay helps visitors to learn about local life and culture (Kontogeorgopoulos, Churyen, & Duangsaeng, 2015). Interested visitors typically have empty rooms in private homes (Hjulmand, Nielsen, Vesterlokke, Busk, & Erichsen, 2003). Hosts are invited to raise additional income and meet people from around the world (Lanier & Berman, 1993; Gan, Inversii, & Rega, 2018). Homestay's growing demand has earned substantial research attention (Mura, 2015). Several longitudinal studies were conducted to understand which homestay attributes encourage visitors to choose accommodation. Homely scenery, customized amenities, home-cooked food, authentic local experiences, cultural immersion remained the key reasons for tourists to select housing while traveling (Wang, 2007; Gunasekaran & Anandkumar, 2012; Agyeiwaah, 2013). Although homes are part of experiential & cultural tourism (Wang, 2007), empirical findings indicate that price also plays a role when tourists decide to stay in homes (Hsu & Lin, 2011; Rasoolimanes, Dahalan, & Jaafar, 2016). Previous studies also show quiet local destinations have (Tussyadiah & Pesonen, 2016) decreased noise, landscaping, attraction, relaxation and leisure (Hsu & Lin, 2011). Sentiment analysis using online customer feedback (Yu, Duan & Cao, 2013) is one way to learn about other goods or services. Women, minorities and locals play a critically important role in the cultural, environmental and social growth

of local tourism businesses at the local level (Harris, Wise, Gallagher and Goodwin, 2001). By participating in the marketing, commercializing, objectification and abuse of their tourism goods, the good tourism approach is demonstrated by Ruiz-Ballesteros (2010) and Hernandez-Ramirez (2010). Such corporations were able to merge their social relations with the capitalist system with a greater influence on their tourism operations. Via tourism, these areas have benefited as alternatives economically. The research also demonstrated the shared support and self-esteem of community members. The community was assigned to control its collective resources in these two Ecuadorian societies. A lifecycle, rapid growth and better economic results were reported in the Zapata, Hall, Lindo and Vanderschaeghe (2011). Zapata, others. His research proposed that donors and policy makers should focus on policy redeployment which improves the skills, wealth and circumstances of community-based firms and improves domestic management. The results were favorable for community tourism, particularly women, minorities and local residents, from these Latin American studies. The most enticing draw of tourist attractions is nature and culture (MacDonald & Jolliffe, 2003; Musa, Kayat & Thirumoorthi, 2010), Anand, Chandan & Singh 2012. Gu & Wong, 2006). In community management and socio-cultural processes, it retains critical modalities. In many popular rural homes in Nepal, Thailand, Malaysia and India, code of conduct helped establish cooperation and regulatory relations between stakeholders. Besides promoting low-cost, eco-friendly rural tourism (Holden, 2010; Mowforth & Munt, 1998; UNWTO, 2004a; Honey, 1999; Jones, 2005; Touch, 2004). The goal of the program is to reduce poverty and to reduce the climate and social inclusion (Holden, 2010; As components of sustainable development, the WCED (1987) established poverty alleviation and deterioration of climate. Visitor hosting promotes exchanging history, knowledge and experience. Studying abroad, however, is also a student's first experience to move away from his parents and family. Host can assist with separation, anxiety, and other problems. Hosts and students staying at home may experience mild culture shock symptoms and must adapt accordingly. Despite potential problems, host families can learn about other cultures, including kids. Long after returning home, several host families keep in contact with visitors. Sometimes, a host family or person wants to use only the financial advantages of a home residency arrangement and may have little to no interest in the other party's interests. People also use it to improve their skills and learn local lifestyles. Some countries encourage domestic residences to grow their international tourism. Host family may make money to host a participant at home. Students prefer to plan a stay with their relatives, but they may arrange one informally, usually at negligible expense, by linking students to host families. Home options vary from family to simple room rental. A home stay aims to plunge visitors into their host's society. Tourists will enjoy family activities such as restaurants, fun parks, campsites and travel. The visiting student can claim part of the cost of events such as flights, parking, fuel, and travel expenses.

Literature analysis reveals group engagement in sustainable tourism. Communities lack the skills to start and actively engage other tourism stakeholders, including NGOs; governments serve as catalysts. Companies will take tourism alone to overcome the initial challenge. Sensitization and conditioning

play a significant role. The study shows growing challenges, challenges and barriers to community-based tourism development, but they can be overcome. Although tourism is practiced at various levels in India for different types of tourism, they did not attract academic research. The Homestay System is alternative tourism in countries that allows visitors to experience the lifestyle in a traditional village. This form of tourism becomes more and more popular with international tourists. The aim is ideally to be small-scale, low-density, versatile and spontaneous, unlike mass tourism. More importantly, municipal government manages and conducts it to ensure that their economic gains are directly realized. Homestay is well-known as community-based tourism in many Asean countries. The Home Activities program promotes local culture, the arts and craft industry, encourages the preservation of cultural and historical resources, and enhances conservation efforts through community education. So many foreign tourists from around the world looking for rural tourism in ASEAN countries, a more systematic growth of home-based tourism would be vital for creating a 'new brand,' exhibiting rural lifestyle, offering a practical type of holiday so much cultural and educational elements. The home system's point of sale is not the village's physical structure, but the village's overall experience, where youth and group events are highly important. The efficacy of the ASEAN Home Activity Program is largely dependent on a good understanding of the fundamental requirements of a high-quality home visitor experience. It is therefore necessary to establish the ASEAN Homestay Standard, which will enable standardization of basic home understanding and minimally organized understanding across all ASEAN member countries. To mitigate disputes, most residential arrangements include a host group-guest arrangement or written agreement. Following a stay, oral agreements can change contractual conditions based on developments. The guest is typically listed under the terms of a contract, which can include work (e.g. cleaning, laundry) curfews, Internet use, television or telephone usage and alcohol, drug and prescription laws. Agreements can also provide lodging, equipment, utilities, meat materials, materials, communications and entertainment. The host normally uses a private space with lock and washroom sleeping and learning. Many other items can be negotiated for quality and price.

### **b. Tourists Satisfaction**

Knowing what drives tourist satisfaction is a leading area of tourism research (Petrick 2003; Prebensen 2006). To knowing tourism, joy is key (Ross & Iso-Ahola, 1991). Literature on this subject is limited due to several key factors and the consequent lack of holistic approach (Corte et al., 2015). The definition of customer satisfaction includes a sense of well-being and pleasure that comes from a good and/or service that is desirable (WTO 1985). The outcome is that Bigne, Sanchez and Sanchez (2001), based on one's own emotions and inner nature defined satisfaction. However, the reactions often apply to the focal point, usually a company that draws users to a particular destination. The overall evaluation of good or service transactions and user experience is often defined as customer satisfaction (Hui et al. 2007; Flint et al. 2011; Qi et al. 2012). A person's "absolute feelings or attitudes about a product after purchase" are calculated by customer satisfaction (Solomon, 1992). The relationship between two variables — its degree of

expectations or desire, and their perception of outcomes, outcomes in satisfaction. If a service is successful, the buyer is satisfied; if the production is lower than expected, the buyer is disappointed. Satisfaction is a 'healthy situation' (Engledow, 1977, p. 88, quoted in Pizam, Neumann, & Reichel, 1978) from a common appraisal of the customer's relationship with suppliers (Lam et al., 2004).

### c. Attributes of Tourist Satisfaction

*Overview:* Researchers found several reasons for tourist satisfaction. Calculating visitor satisfaction is extremely complex (Pizam, Neumann & Reichel, 1978). To evaluate the degree of tourist satisfaction, various factors promote the psychological process required by the evaluation of the experience of a specific product must be taken into consideration (Peter & Olson, 1996). In particular, homestay assessment there are few literatures. Overall, tourism values and tourism satisfaction are addressed in terms of cultural and cultural heritage tourism, although none directly applies to homes. Tourist destinations have been recognized as settings of economic, socio-cultural and environmental events. These include housing, shopping and food, shopping and entertainment (Pizam, Neumann & Reichel (1978), etc.), shopping and leisure. Giese & Cote (2000) stressed that satisfaction rates must be specified according to their context. Three fundamental elements are defined: an emotional decision response; a certain component of service,

and a certain moment in time. Tourist satisfaction metrics were derived from the following: Pizam, Neumann & Reichel (1978), Beach (destination) choices, prices, lodging, food / drink facilities and hotel facilities. Chi's G.C. Includes attractions, housing, restaurants, shopping, entertainment and culture. According to Prayag (2008), attributes include comfort, protection and facilities, cultural and commercial attractions, tourism and atmosphere and diversity and accessibility are accessible. The sense of genuineness depends on the point of view and so credibility is always the consumer's preference (Tarssanen, 2009). Other factors influencing tourism satisfaction include quality, local culture and environment (Pizam, Neumann and Reichel 1978). There is no consensus when assessing tourist satisfaction in past research (Kozak and Rimmington, 2000). A significant number of other requirements, such as cultural excursions (Ross & Iso-Ahola, 1991), other features of the tourist network (Heide et al., 1999,) efficiency features, safety problems (Mutinda & Maiaka, 2011), transport facilities (Yeong et al., 2010) and personal concerns (NorlidaHanim et al., 2011, John and Ron, 2000). The conceptual framework for tourist satisfaction is summarised below in Figure 1.



**Figure 1:** A conceptual framework for overall tourist satisfaction (Summarized by Author)

*Homestay View:* The host family's contacts with tourists are important aspects of a household that can distinguish tourism from other types of accommodation, such as hotel resorts, etc. where visitors are professionally involved. Home connections, such as personal accommodation, host families open to the public, are important aspects. Education, entertainment, food, lodging and hospitality are some of the elements needed (Levitt, 1986). Homestay focuses on local lifestyle, culture, and traditions (Bhuiyan, Siwar, 2013). Similarly, Murphy et al. (2000) and Truong & King (2009) explain the cultural characteristics of a host country such as its history, culture, practices, architecture, food, rituals, works of art, music, craftsmanship and dance, offering visitors valuable and productive attractions.

### 3. Research Design

#### Research Objectives

- I. To develop in-depth knowledge of tourism satisfaction with experience of homestay tourism.
- II. To identify the challenges and opportunities faced in the development of homestay tourism in India.

In this respect four elements were basically based on the Homestay attributes system for questionnaire design. Aspects include cultural appeal, hospitality, facilities and security at the home.

*Hypothesis:* There are no ties to overall tourist satisfaction with Homestay in India between different Homestay attributes (after factor loadings).

**Research Strategy and Design:** Analysis was a quantitative exploratory study that investigated whether there are strong ties between tourist satisfaction and housekeeping in India. The data is collected from the tourists visited to coastal belts of Udupi, Karnataka, who came to visit Malpe, Kaup beaches and river islands with Hanging bridge. Samples are collected from Adigas Beach Village Home Stay, situated on the beachfront of Udupi Beejadi district, about 400 meters from Kundapur – Udupi motorway in the inner city. Udupi is 35 km south of Kundapur. It is a Heritage Home Stay where one enjoys the traditional stay in Karavali modern homes. It is located in the heart of Udupi, close to Beejadi beach, Udupi District. Adigas Beach Village Homestay, a 20-minute walk from Kundapura, just a 30-minute drive from Udupi City.

**Sample and Data Collection:** The study is based on a convenience sampling (non-probability sampling method) of 45 respondents who have visited these coastal belts from different parts of the country. In order to gather data from their guest (tourist), the questionnaire was randomly distributed to their nearby homestay and later collected in good time. The method of data collection was via an online questionnaire and data was collected directly in the cloud.

**Data Collection Instrumentation:** The survey was conducted in two phases: Firstly, on a broader understanding about Choice for Selection of Homestays. A self-designed tool contains 7 Likert scale-based manifest items. Four factors drive the manifest questionnaire items: cultural attraction, hospitality, services, and home security. Second part comprises of Tourist Experience in Homestays. In reality, a latent statement of 1(1) was defined as a dependent variable of overall satisfaction. Van de Ven and Ferry (1980) assessed satisfaction with the current 5-point location. Although internal consistency reliability cannot be calculated for a single variable, research has shown that certain elements are consistent and replicable and may represent satisfaction more closely than other aspects (Scarpello & Campbell, 1983). Manifest variables concentrate primarily on home factors such as cultural value, hospitality, services, and home security.

**4. Analysis and findings**

Inferential analysis is used to generalize the results obtained from a random (probability) sample back to the tourist population from which the sample was drawn. This analysis is taken as the sample is drawn by a random procedure. The variables used for analysis are aspects that include cultural appeal, hospitality, facilities and security at the home. Out the 45 respondents, 27 were male and 18 were female. Of the 45

interviewees, 12 were in the 20-30 age group, 16 were 31-40 years of age, 7 were 41-50 years of age, 10 were 51 year of age and older.

**Hypothesis I (Table-1):**

H0: The age group of respondents does not connect them in a significant way with the key reasons for opting for home facility.  
 H1: The age Group of respondents is substantially related and the main reasons behind opting for the home facility are established.

**Table 2 Testing of Hypothesis-I**

Age * Choice for selection of Homestays : Cross tabulation					
Age	Strengthen local culture and traditions	Hospitality	Host families' services	Home security/ Privacy offered	Total
20 - 30 years	6	3	1	1	12
31 - 40 years	4	5	3	0	16
41 - 50 years	5	2	1	0	7
51 and above	6	2	2	0	10
	21	12	7	1	45
Expected P-Value					
Age	Strengthen local culture and traditions	Hospitality	Host families' services	Home security/ Privacy offered	Total
20 - 30 years	6.13	2.93	2.67	0.27	12
31 - 40 years	8.18	3.91	3.56	0.36	16
41 - 50 years	3.58	1.71	1.56	0.16	7
51 and above	5.11	2.44	2.22	0.22	10
	23	11	10	1	45
p	0.596				

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.299a	3	0.63
Likelihood Ratio	8.568	3	0.36
Linear-by-Linear Association	.043	1	0.83
No of Valid Cases	45		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .40.

**Findings:** We can see that the measured chi-square is more than tabs [0.063 > 0.05] for Chi-square. We therefore reject the alternate hypothesis and support the null hypothesis, meaning the gender of respondents does not have a substantial connection and the principal reasons for selecting a home facility are given to them.

**Hypothesis II (Table-2):**

H0: No major relationships exist between the gender and mention of the primary reasons for opting for homestay facilities.  
 H1: The gender of the respondents is substantially correlated with the key reasons for selecting a homestay facility.

**Table 3:** Testing of Hypothesis-II

Gender * Choice for selection of Homestays : Cross tabulation					
Gender	Strengthen local culture and traditions	Hospitality	Host families' services	Home security/ Privacy offered	Total
Male	10	7	7	2	26
Female	11	5	3	0	19
Others	0	0	0	0	0
	21	12	10	2	45
Expected P-Value					
Gender	Strengthen local culture and traditions	Hospitality	Host families' services	Home security/ Privacy offered	Total
Male	12.13	6.93	5.78	1.16	26
Female	8.87	5.07	4.22	0.84	19
Others	0	0	0	0	0
	21	12	10	2	45
p	0.632				

  

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.144 <sup>a</sup>	9	0.520
Likelihood Ratio	8.263	9	0.508
Linear-by-Linear Association	0.953	1	0.329
No of Valid Cases	45		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .16.

**Findings:** It is clear that the measured chi-square is more than the tabulated chi-square [0.596 > 0.05]. We therefore deny the alternate hypothesis and support the null hypothesis. This means that there is no important connection between the age group and the reasons why they have chosen a household.

#### Exploratory factor analysis of the tourist experience of the qualities of homestay in India (Table-3):

Homestays are seen as a form of tourism focused on the culture of vision, lifestyle near the host destination. A five-point scale-based Likert questionnaire was used for gathering tourist impressions of objects with 22 attributes. This involves significant variables of cultural appeal, hospitality, services and security at home. Table 3, for all variables used in the study, summarizes the communalities. The key component research approach extracts all factor opinion statements. Extracted communalities are smaller than the initial value.

**Table 4:** Exploratory Factor Analysis

Sl. No.	Opinion Statements (Key words only)	Factor Loading	Communal (h <sup>2</sup> )
<b>Factor 1: Facilities &amp; Safety during stay in Homestays</b>			
Q1	Provision of accessibility	0.5	0.6
Q2	Local tours and excursion	0.8	0.7
Q3	Provision for nightlife entertainment	0.6	0.5
Q4	Shopping local souvenir	0.5	0.5
Q5	Tourists information	0.7	0.8
Q6	Provision of emergency healthcare	0.9	0.9
Q7	Provision of safe deposit boxes	0.8	0.8
Q8	Provision of fire safety	0.8	0.7
Q9	Provision of first-aid kits	0.7	0.8
Q10	Personal safety	0.4	0.7
Percentage of Variance: 24.0, Cumulative Percentage: 24.0			
<b>Factor 2: Warmth of the facility by the host families</b>			
Q11	Excellent and unforgettable services	0.7	0.7
Q12	Warm, friendly and generous gesture	0.7	0.6
Q13	Proactive towards solving any problem	0.6	0.7
Q14	Full attention by host	0.8	0.7
Percentage of Variance: 5.1, Cumulative Percentage: 26.5			
<b>Factor 3: Local Cuisine &amp; Accommodation</b>			
Q15	Accommodation cleanliness and hygiene	0.6	0.7
Q16	Accommodation comfortable with clean toilet facilities	0.5	0.6
Q17	Local cuisine (food and drink)	0.7	0.7
Percentage of Variance: 4.4, Cumulative Percentage: 30.5			
<b>Factor 4: Local Life Style &amp; Costumes</b>			
Q18	Local lifestyle	0.7	0.7
Q19	Local costumes	0.5	0.8
Percentage of Variance: 3.3, Cumulative Percentage: 37.5			
<b>Factor 5: Cultural Performance</b>			
Q20	Cultural programs (traditional dance and songs)	0.7	0.8
Q21	Other cultural events	0.8	0.6
Q22	Authentically presented culture	0.7	0.5
Percentage of Variance: 3.1, Cumulative Percentage: 38.5			

Extraction Method: Principal Component Analysis, 5 components extracted. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

#### Factor summary and interpretation

**Factor 1:** The first factor resulting from Exploratory Factor Analysis (EFA) is called "Facilities & Safety". This aspect includes manifest variables such as provision of accessibility, potential local tours and excursions, provision for nightlife entertainment, stock of local souvenirs to purchase, accessible tourist and emergency primary healthcare information focuses on local facilities. Likewise, this aspect also differs in content such as fire protection, first-aid kits, feeling of personal safety and secure deposits at home destination.

**Factor 2:** The second factor arising from EFA is called "Warmth of the facility". This aspect consists of manifest variables such as service quality, host behavior, guest focus and host pro-activity problem-solving towards the guest.

**Factor 3:** The third aspect of the EFA is called "Local Cuisine & Accommodation". This aspect involves manifest variables based on food quality and lodging at home destination.

**Factor 4:** The fourth aspect resulting from the EFA is regarded as the "Local Life Style & Costumes". Included in this consideration are the obvious improvements which are based on local rural life and local costumes and which the guest perceives satisfactorily.

*Factor 5:* The EFA's fifth component is known as "Cultural Performance". The manifest variables concentrate on genuine cultural elements of the visitor.

#### ***Homestays as a Feasible Alternative:***

Foreign tourists can and should be redirected to rural destinations in India as one of the Indian Government's tourism policies. There are various temporary issues which can nevertheless be overcome by suitable solutions and proper preparation, which can be done by the communities and private enterprises to support all parties involved in a win-win situation. The following is a list of opportunities that can be considered to develop the Homestay concept along with the sustainable parameters.

#### ***Possibilities of socialising with People while Staying in a Home:***

- a. An ideal intercultural forum (guest-host interactions).
- b. Minimize tensions between various races and nationalities.
- c. Preserving young people by engaging them in local occasions.
- d. Apprentice new languages, skills and create local confidence.
- e. Make local people tech savvy and "smart" as the modernization is slowly passing through and autonomous.

#### ***Advantages to the Economy of Hosting Guests***

- a. Transform rural economic and job opportunities and thus reduce poverty.
- b. Foster domestic and international tourism investment · Promote the micro-business of tourism and its many other associated industries.
- c. Related economic benefits – food intake, accommodation and the purchase of souvenirs.
- d. The preservation of potential to be local, such as the arts and crafts.

#### ***Possibilities of Homestay on the Environment:***

- a. To persuade local people to keep their buildings, kitchens and toilets clean & tidy
- b. To increase their knowledge of the environment in the areas of hospitality would be very helpful in reducing the common hygienic disease.
- c. Assembly of physical environment protection funds.
- d. Tourism related Opportunities:
- e. Tourists get an opportunity to see the richness of nature and culture.
- f. Increasing the ability of the destination for accommodation to be supplied.
- g. Prevent the seasonality issue by supporting the destination during the year.
- h. Increase understanding of tourism through constant involvement through key players among local and foreign tourists.

#### ***Homestay's Infrastructure Benefits***

- a. Keep through connectivity to villages by linking them to easily accessible highways.

- b. Increase the number of capacity building education and training centers.
- c. Increasing health and protection for local residents and visitors at the appropriate destinations.
- d. Improving education and healthcare in rural areas.

#### ***Challenges of Homestays:***

- a. Poor infrastructure and services such as good highways, transpirations, electricity, health care, communications and other residential facilities are not easy to develop and facilitate better support for current and future home visitors without such facilities.
- b. The shortage, because of lack of availability of education and training institutes, of trained human capital such as guides, businessmen, professionals.
- c. There are insufficient legal provisions such as homestay registration, reservations for homestays and other related policies.
- d. In the region, too, there is lack of marketing and promotion of home tourism. The expansion of marketing and networking in the country cannot be properly planned.
- e. A mismanagement is missing between different players in tourism, such as government, players in tourism, intermediaries in tourism and other NGOs related to homestay tourism.
- f. Awareness of natural and cultural resources protection among local population. Continue The absence of ecotourism is also a significant challenge to India's successful homestay growth.
- g. Improper resource utilization at the destination is also a major obstacle to expand the feasibility of home stays.
- h. Weak protection of situations of stability, security and uncertainty that demotivate international tourists to visit India.

## **5. Recommendations**

These homeowners' greatest concern is their poor marketing. Sensitization among local and national residents. The popularity of these units, if increased, would not only improve the concept, increase sales and also maintain the culture and heritage of our country. Sufficient advertising campaigns should be displayed to familiarize the visitor with the idea, airport hedging, train stations, big tourist centers etc.

The issues of living in a stranger's house with his family cannot be resolved immediately until the meaning is well understood. The host of the home may also have questions about the guest. There must also be increased public awareness and security. During a specific time of the year, these units also have guests. The third-largest risk is company seasonality. Since the buildings are aged, their elegance, atmosphere and charm need special maintenance.

Professional advice and arrangements are required for these homeowners to make their business prosper all year round. This also meets sales goals and tourists can enjoy their stay throughout. The involvement of host families plays a significant role in hosting. The comfort, honesty and sympathy given for

the guest led to guest satisfaction and ultimately to the success of these homes.

After plunging deep into Indian home-tourism, some suggestions have been summarized and these homestays need to hit a greater height. In short, the recommendations are as follows:

- a. Homestay planning and growth for the local people are important. Therefore, it should be theoretically supported to prepared the planning and creation of the local citizens of the proposed restaurant destination.
- b. Local residents in the homestay tourism destination should be educated to provide quality service for visitors through leadership, hospitality, food and drink (with the use of local menus).
- c. Loan subsidy and other tax incentives for upgrading the current facilities, including bedding, lodging, bathrooms, toilets and cleanliness, should be provided to local citizens.
- d. The tourism destination of Home Stay should also be connected to other national tourist stakeholders.
- e. The government will provide public servants with the 'Leave Travel Concession' and allow them to take on home tourism.
- f. There is a benefit-sharing issue between all community members in most homestay tourist destinations. Increasing community member must therefore be taken care of for the benefit-sharing process during the planning of the homestay tourism creation in the region.
- g. Establish Community Tourism Fund to invest in the growth of resources and infrastructure in tourist resort destinations.
- h. Practice Home-style tourism operations should be differentiated and handled by the government during the assistance and other facilities in community and private.
- i. There is a need to build the tourism home database to make it easy for tourists to discover, select and book their stay.

## 6. Conclusion

The identification of tourist satisfaction with tourism goods and services is of paramount importance. This affects the subjective interpretation and consequent actions and choice of destination of the person. In order to promote tourism activities in a given destination, it is important to understand the phenomenon and obtain comments from a tourist. Such qualities should be improved by destination hosts, managers and other teams. Similarly, a clear correlation was formed between five independent variables and the dependent variable. It is worth reviewing and stressing these values fairly so that tourist satisfaction is sustainable. Similarly, Reception has a greater effect on tourist fulfillment out of five variables. Subsequently, facilities and protection, local cuisine, local lifestyle and costumes, and cultural performance have a significant impact on tourist satisfaction. According to the results of the study, we may also infer that both gender and age doesn't have any impact on the reason for choosing homestays. In order to further popularize the term, better marketing and advertisement should be done. All the members of their families should be prepared to welcome their guests at home. One should get better offers and more exciting deals. There should be an increase in the number of rooms available for each facility and the number of homestays should in general, particularly heritage homes. The

security and safety of the guests should take precedence, which is why home service providers should have more protection, gadgets and safety equipment. For people who have encountered a Homestay, their experience is always enjoyed, although some of them feel that rooms should be bigger, the food range can be expanded to serve all kitchens if appropriate. Tariff will include both meals and Indian Program prices. Homestays also tend to be an alternative lodging for travelers in India. Homestays have a broad variety when the idea is well marketed with the growing demand for rooms and the shifting attitude of the millennial visitor. "Vasudhaiva Kutumbkam" is a testimony to the Home Idea. This Sanskrit phrase is derived from the Hitopadesha, meaning that the universe is literally a family. The philosophy that for hundreds of years has been a part of Indian culture, and we truly are the "Atithidevobhava" brand ambassadors.

Finally, it is critical that host and other stakeholders are best positioned to assess the degree of satisfaction of tourists when they classify segments of tourists by their responses. It will help them ready themselves for the long-term survival of their home in India. This will also help them build their potential plans for marketing and enhancing efficiency. It is extremely necessary to act timely and to establish successful strategies. The use of quality management strategies and guaranteeing quality efficiency in relation to expectations should also underline ongoing research into consumer preferences and preferences. Government should also prioritize sustainable tourism preparation, including household tourism, with other priorities.

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