

## IMPACT OF HOMESTAY EXPERIENCE ON TOURIST LOYALTY AND REVISIT INTENTION

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### **Abstract**

*The homestay tourism has opened up the hospitality sector through the rapid growth of the sector as it has presented personalized, real, and experience accommodation options. This review article discusses how the experience of homestays affects tourist revisit intention and loyalty. Based on recent literature, the paper combines the major determinants like service quality, perceived value, satisfaction, destination image, emotional attachment, safety, and memorable tourism experiences. The review notes that homestay experiences, especially those that occupied with the cultural interaction that are authentic and offer personalized hospitality and quality service delivery have significant impacts on the behavioral intentions of the tourists. Service attributes and outcomes of loyalty are usually mediated by satisfaction, whereas emotional attachment and perception of hospitality make revisit intention stronger. The results underscore the fact that homestays can not only increase tourist retention, but also attain sustainable tourism development, particularly in the emerging tourism destinations. The article is conceptually clear and managerially informative to the homestay operators and policymakers who seek to build on tourist loyalty and long term competitiveness within the tourism industry.*

**Keywords:** *Homestay Experience, Tourist Loyalty, Revisit Intention, Service Quality, Tourist Satisfaction.*

## I. INTRODUCTION

The world tourism market has seen a massive change in the last ten years where the traditional accommodation schemes in hotels has been replaced by more personal and experience oriented accommodation schemes. Homestays are one of these options and have become one of the leading areas of the sharing economy and community-based tourism paradigm. Homestays have been boosted by platforms like Airbnb that are the facilitators between the local hosts and the travelers who would like to engage in the authentic cultural experience [1]. As compared to the traditional hotels, the homestays offer tourists a chance to live closely with the local families, learn about the local practices, and have a better understanding of the lifestyle of the destination, which adds to the general experience of travelling. The increase in the need of experiential tourism has given new meaning to the expectations of tourists [2], [3]. New-day consumers have placed more emphasis on authenticity, immersion, customized services and emotional attachments rather than on standardized hospitality services. Homestays which are usually found in rural and semi-urban and culturally diverse areas meet these demands through the provision of home like environments and the direct host-guest contact. This special experience aspect is critical in predicting the levels of satisfaction, perceived value, and emotional attachment of the destination by tourists [4].

The key constructs of tourism marketing and destination management are tourist loyalty and revisit intention. These loyal tourists do not only visit the same hotel or location, but also make contributions by giving positive word of mouth publicity and online reviews, which plays a significant role in the decision making of potential travellers [5]. As far as homestays are concerned, certain aspects of host hospitality, cleanliness, safety, cultural authenticity, service quality, and experience in general can have strong influence on the behavioral intention of the tourists. An excellent homestay can leave positive memories that will build the emotional connection and result in an increase of the loyalty and desire to experience the homestay once again [6]. Also, homestays in developing nations like India are also a source of sustainable tourism development because they bring income to the communities, and inclusive development. Rural tourism homestays have also been promoted through government schemes and rural tourism as one potential method of diversifying tourism products and improving competitiveness at the destination [7]. Nevertheless, the population of existing literature about the impact of particular aspects of the homestay experiences on

tourist loyalty and revisit intention has yet to be synthesized thoroughly, which is why its increase in popularity should not be deemed insignificant.

#### **A. Tourism in India**

International tourists are captivated by Indian culture, and India's tourism industry is flourishing. A sizable number of international tourists are drawn to India by the numerous cultural and religious events, including fairs and festivals. In terms of opportunities, India boasts natural beauty, cheap labour, a rich culture, a number of religions, festivals, and traditions, the ancient medical science Ayurveda, Yoga treatment, religions, forts, museums, a long history, wildlife sanctuaries, and so on [8]. Employment is being created and new possibilities are being found in the tourism industry. Additionally, the government is working to support service-oriented initiatives including transportation, travel, and tours. The Gujarat government's pragmatic approach, which includes consistent policy initiatives and strategic planning, has led to a significant increase in employment [9]. However, the growth of the tourism industry requires a strong marketing strategy. The tourism industry has grown to be the largest in the world in terms of both size and importance. India's third-largest source of foreign exchange earnings is the tourism industry. The evolutionary process is responsible for the significant rise. India's tourism industry should grow in a way that supports and fosters local indigenous cultures while accommodating and entertaining visitors while causing the least amount of environmental harm [10].

#### **B. Factors Affecting Revisit Intention of Tourists**

Revisit intention can be described as the readiness or probability of a tourist visiting a destination or accommodation again in future. It is one of the significant indicators of tourism and hospitality industry loyalty and sustainability in the long term [11]. The revisit intention depends on a number of factors, which are associated, including:

- i. Tourist Satisfaction:** One of the best predictors of revisit intention is overall satisfaction. By ensuring that tourists get what they expect or even better relating to the service, comfort and experience, they will be more likely to come back. The gratification is based on positive rating of the overall traveling experience.
- ii. Service Quality:** The behavioral intentions are greatly affected by high-quality services, such as responsiveness, reliability, cleanliness, safety, and personalized attention. In homestays, hospitality and the host to guest interaction are quite warm, which increases the perceived service quality.

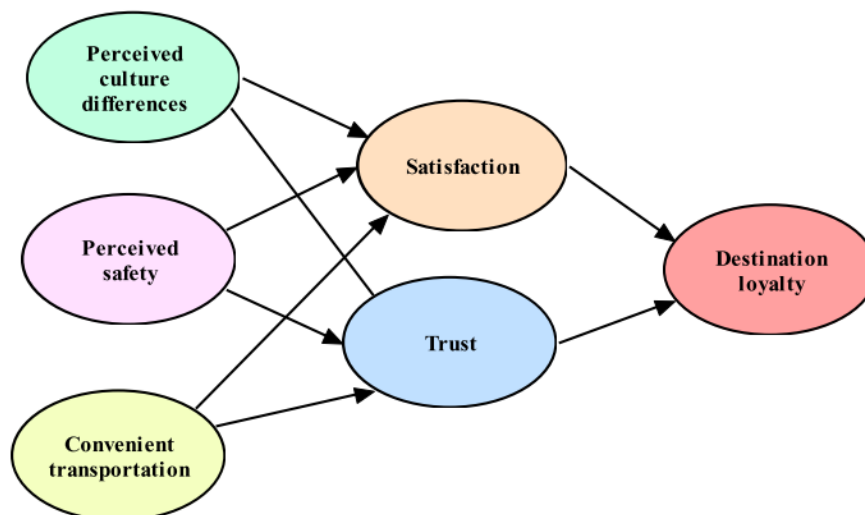
- iii. **Perceived Value:** Perceived value is a ratio between received benefits and costs (money, time, effort). When the tourists feel that they got the value of money paid, they are likely to revisit.
- iv. **Authentic and Memorable Experience:** Authentic cultural exposure, local cuisine, cultures, and worthwhile interactions make a lasting impression. It is these emotional and experiential elements that have a strong impact on the revisit intention, particularly in the experience tourism context.
- v. **Destination Image:** Positive emotional and cognitive picture of the destination affects the future behavior intentions of the tourists. A positive destination image enhances attachment and gets the likelihood of returning.
- vi. **Emotional Attachment:** Psychological connection is increased through emotion attachment to the place, the local population or host family. Such attachment dictates loyalty and increased intention to visit again.
- vii. **Word-of-Mouth and Online Reviews:** Favorable comments on websites like Tripadvisor and Airbnb have an effect on the first time and repeat visitation. Positive experiences are more likely to make the tourists refer themselves.
- viii. **Trust and Safety:** Perception of safety and security as well as trust in service providers is a critical determinant of revisit intention. When they feel safe and secure, the tourists are likely to revisit the same destinations.
- ix. **Accessibility and Convenience:** The convenience of transport, accessibility of facilities, ability to make bookings and infrastructure have a big influence on the decision to make a second visit.
- x. **Price Fairness:** Adequate and open pricing boosts satisfaction and sense of fairness which positively affect revisit behavior.

The factors of intention to revisit are influenced by a blend of cognitive (quality of the services, value), emotional (attachment, memorable moments), and situational (accessibility, safety) aspects. The knowledge of these determinants assists the tourism stakeholders and the homestay operators in coming up with strategies that will facilitate a greater retention and competitiveness in the long run.

### C. Importance of Tourist Loyalty in Tourism

Tourism firms and locations are encouraged to employ retention tactics by the value of visitor loyalty. Tourist loyalty is important in the tourism industry for a number of reasons. The

main benefit is long-term financial profitability. Compared to attracting new tourists, returning visitors often spend more money and generate a more consistent revenue stream [12]. This stability encourages ongoing enhancements and destination reinvestment. Loyal tourists also frequently serve as ambassadors, spreading the word about the destination. Personal endorsements are of paramount importance in travel decisions, and their favourable evaluations and recommendations are indispensable in luring in new visitors [13]. Competitive advantage is an additional aspect. In competitive marketplaces, destinations that foster visitor loyalty may set themselves apart and outperform others that find it difficult to retain repeat business. Last but not least, the opinions of loyal tourists may help improve services and products even more. Their comments and insights might help companies modify their experiences to satisfy changing demands [14].



**Figure 1: Tourist Destination Loyalty**[15]

#### **D. Techniques to Enhance Tourist Loyalty in Homestays**

To improve the loyalty of the tourism sector in homestays, it is highly important to address the needs of the customers in terms of their service quality, emotional engagement, and experiences. Loyal patrons do not just visit the homestay but also refer others thus enhancing sustainability in the long run [16]. Tourist loyalty can be properly promoted by the following methods:

- i. Deliver Personalized Services:** Knowing the preferences of the guests (eating, travelling purpose, cultural interests) and providing them with services based on this knowledge will leave a memorable moment. Such small gestures as customized welcome messages or localized recommendations grow emotional attachment.

- ii. **Strengthen Host–Guest Interaction:** Home stays are differentiated by warm hospitality and friendly interaction, unlike the hotels. Promotion of cultural exchange, narratives, and involvement in local culture create trust and emotional connection, and these are very powerful determinants of loyalty.
- iii. **Ensure High Standards of Cleanliness and Safety:** This is important in terms of hygiene, security and comfort. Transparent communication about safety measures enhances trust and encourages repeat visits.
- iv. **Provide Authentic Local Experiences:** By serving local food, cultural experiences, village visits, handcrafting, or agricultural experiences, people can experience authentic and unforgettable moments. These types of immersive experiences increase satisfaction and revisit intention.
- v. **Maintain Consistent Service Quality:** Hospitality, responsiveness and reliability are constant factors that guarantee customers a reliable service whenever they are at the hotel. Loyalty is established by going beyond expectations.
- vi. **Encourage Feedback and Continuous Improvement:** By actively requesting guests to leave feedback via review websites, e.g., Tripadvisor and Airbnb, it will become easier to determine areas to improve further. Customer satisfaction and trust grow as a result of effective handling of complaints.
- vii. **Implement Loyalty and Referral Programs:** Giving repeating customers discounts, free services or referral benefits will promote repeat reservation, word-of-mouth advertising.
- viii. **Build a Strong Online Presence:** Having updated profiles, high-quality photos, and open communication on booking websites enhances the credibility and will help find regular visitors.
- ix. **Enhance Emotional Connection:** Sending thank-you messages after the stay (celebrating special occasions, anniversaries) or keeping in touch after the stay will create a long-term impact and increase emotional attachment.
- x. **Focus on Sustainable and Responsible Practices:** Encouraging environmentally friendly activities and community engagement draws socially responsible tourists into the area and helps to boost their loyalty to the destination.

The personalized attention, real experiences, emotional attachment and the service quality are the main factors that contribute to the tourist loyalty in homestays. Through the application of

these methods, homestay operators will be in a position to boost the revisit intention, create positive word-of-mouth, and guarantee sustainability of business in the long run.

#### **E. Role of Service Experience in Tourism**

The experience of service dominates to influence tourist satisfaction, loyalty and competitiveness of destinations in tourism sector. Tourism services unlike the physical products are intangible, experience based and highly reliant on human interaction. The perceptions, emotions, and behavioral intentions are greatly affected by the quality of interactions between the service providers and tourists [17]. Dependability, responsiveness, empathy, assurance and personalized attention are used to achieve a positive service experience. All these dimensions define how tourists judge their experience of the trip, whether it is the process of booking and arrival, accommodation, local activities, and the departure. Service experience in the context of experiential accommodation models like those provided by Airbnb is not limited to physical comfort but also authentic host to guest interactions as well as being immersed in the local culture [18]. It is true that the demand of the tourists is shifting towards meaningful interaction, local narration and personalized services as opposed to standardized hospitality. Tourists experience good emotional reactions when they are expected to be needed, problems are solved smoothly and warm conditions are created by the service providers. Such emotions enhance satisfaction and make experiences memorable [19].

Service experience is also tactical in the determination of the revisit intention and word-of-mouth. Today, in the digital age, tourists are ready to post their feedback about the experience on the reviews websites like Tripadvisor, where the quality of service has a direct influence on the Internet rating and reputation. Excellent service experience will increase the perceived value and destination image, which will prompt a repeat visit and referral to other people [20]. Moreover, the service experience will lead to developing emotional attachment and long-term relationships between tourists and destinations. Individualized communication, cultural genuineness, and uniform quality build a feeling of belonging, which separates one destination out of the other. Thus, service experience is not only an operational aspect of the industry but a strategic instrument that shapes tourist behavior, competitive advantage and sustainable development in the tourism industry [6].

## II. LITERATURE REVIEW

(Bala et al., 2025) [21] This study investigated how homestay guests' satisfaction and plans to return were impacted by their culinary experiences. In order to shape tourists' overall satisfaction and chances of returning to a destination, gastronomy or culinary arts are seen as a crucial component of the travel experience. This study used a mixed-methods approach that included surveys and qualitative interviews to investigate the role that gastronomic or culinary experiences have in creating customer satisfaction for guests staying in homestay units, which will positively affect the guests' inclinations to return. Guests who stayed in home stay units in the New Tehri area of Uttarakhand were asked to rate their overall dining experience, food quality, diversity, and authenticity in order to analyse the influence of their culinary or gastronomic experiences. The study's results demonstrate how the culinary experience affects the guest's overall satisfaction while staying in homestay units, which in turn influences the guest's desire to return.

(Dhankhar et al., 2025) [22] Determine the reasons, loyalty, and satisfaction of tourists to Manali, Himachal Pradesh, who stay in homestays. The findings imply that, in the context of homestay tourism in Manali, factors such as climate, accessibility, and lodging quality are critical in determining visitor satisfaction and destination loyalty. The need for leisure was one of the main factors influencing overall satisfaction among tourists. The findings suggest that enhancing the quality of lodging, emphasising peaceful experiences, and making use of Manali's natural beauty and environment will increase visitor satisfaction and encourage return trips. These results improve the theoretical foundation of sustainable tourism in developing markets and provide homestay operators with practical advice.

(Gonzalez-Revert et al., 2025) [23] Examine how short-term rental websites affect tourists' intentions to revisit, paying particular attention to how well these websites can produce unforgettable tourism experiences (MTEs). It studies if these experiences affect the choice to revisit the destination and looks at how customers perceive hospitality as a major factor in determining MTEs. A theoretical model based on the stimulus-organism-response hypothesis is put forth for this goal. According to the study, perceived hospitality acts as a prelude to MTEs for tourists staying in peer-to-peer accommodations. The development of such experiences is positively influenced by every aspect of MTEs that has been studied. Place attachment mediates the association between MTEs and the intention to revisit the city in the future. The study demonstrates that guest perceptions of hospitality are associated with

sentiments of place attachment, which serve as catalysts for the development of MTEs and encourage repeat travel to the destination.

(Lamichhane et al., 2025) [24] Analyse and develop a knowledge of how sustainable homestay services affect tourists' propensity to revisit. The results demonstrated that homestay services, together with mediation satisfaction and experience, contributed for behavioural intention. While experience was shown to have a non-significant impact on behavioural intention, homestay services and satisfaction were found to have a positive and substantial affect on behavioural intention. Homestay services, satisfaction, and behavioural intention were found to be partially mediated, whereas homestay services, experience, and behavioural intention were found to be fully mediated. Policymakers will find this study useful in promoting community-based tourism, which will aid in the development of rural regions that are economically and socially underdeveloped, especially in Nepal.

(Luo et al., 2025) [20] Examine the effects of homestay service quality on the loyalty and co-creation value of tourists. Customers' co-creation value is positively and significantly impacted by homestay quality personalisation and environment services. Customer co-creation value, however, is not significantly impacted by high quality service activities. Additionally, the quality of homestay services has a direct and indirect beneficial impact on tourist co-creation value and customer loyalty. In order to promote tourists' co-creation value and loyalty, it highlights the necessity of integrating environmental aspects and service quality personalisation. These findings underscore the importance of hospitality providers emphasising the valuable experiences of visitors in order to foster reciprocal relationships. Regarding the importance of ambient variables, personalisation, and service quality in enhancing visitor satisfaction and loyalty, the findings also add to the body of knowledge and provide useful recommendations.

(Yang et al., 2025) [25] The Mainland's rural homestay industry benefits from the growing demand for rural tourism from tourists. In recent years, China has experienced tremendous growth. However, the rural homestay industry has received little attention, particularly with regard to the mechanism that increases tourists' desire to stay in rural homestays. This study, which used the SOR model, looked at how the physical service landscape affected tourists' intentions to remain in rural homestays and how perceived service quality acted as a mediating factor. The physical service landscape had a beneficial impact on both tourists' intention to remain in rural homestays and their perception of service quality, according to

data from 341 respondents in China that were analysed using PLS-SEM. Furthermore, this association was mediated by perceived service quality. In addition to promoting rural regions as viable tourist destinations, the study offered tourism stakeholders useful information to increase the appeal of rural homestays and promote local economic growth and financial stability.

(Othman & Osman, 2024) [26] recognise the clear connections between the Malaysian homestay tourism industry's image, perceived value, safety, satisfaction, and visitor loyalty. Image, perceived value, and safety are the three external factors in the study's research model. Satisfaction acts as a mediator, and loyalty is the endogenous factor. The reputation of the homestay, including internet evaluations and word-of-mouth referrals, is referred to as image. Guest opinions of the cost and calibre of the homestay's services are referred to as perceived value. The term "safety" describes how visitors feel about their security and safety throughout the homestay. The structural model evaluation's findings showed that safety, perceived value, and image all have a positive and substantial impact on satisfaction, which in turn has a considerable impact on visitor loyalty. According to the findings, in order to boost guest satisfaction and loyalty, homestay operators should concentrate on enhancing their reputation, offering premium services at competitive prices, and making sure that their guests are safe and secure. Operators may boost guest satisfaction and promote repeat business by enhancing the homestay's reputation, perceived value, and safety.

(Osman et al., 2023) [27] Examine the direct and indirect connections between the Malaysian homestay tourism industry's image, perceived value, safety, safety satisfaction, and visitor loyalty. With loyalty as the dependent variable, the study model includes three independent variables: image, perceived value, and satisfaction as a mediator. According to the study's findings, image has a positive and substantial impact on loyalty through satisfaction acting as a mediator rather than directly influencing it. Contrarily, perceived value has a direct impact on loyalty but has less effect when satisfaction serves as a mediator. These findings imply that in order to boost satisfaction and encourage loyalty, homestay operators should place a strong priority on improving their reputation and providing excellent services at fair costs.

(Thakur & Monga, 2022) [28] enhance our knowledge of how homestay initiatives might support the revival of sustainable tourism practices in Shimla, the study is especially significant during a time of economic crisis marked by post-COVID trauma. It was discovered that tourists' choices for travel and lodging were changing away from mass

tourism and toward less frequented locations. Three goals were established in order to highlight the part that homestays play in revitalising these tourism trends. To collect the quantitative and qualitative data for this study, two distinct questionnaires were created. The SPSS application was used to tabulate and analyse the data. The results showed the studied profile of both tourists looking for homestay tourism and possible homestay operators. Additionally, it details the tourists' expectations, motives, and experiences with reference to several facets of homestay. One potentially important technique for revitalising tourism is homestays.

**Table 1: Key Determinants of Tourist Loyalty and Revisit Intention in Homestay Tourism**

<b>Determinant</b>	<b>Description</b>	<b>Influence on Tourist Loyalty</b>	<b>Influence on Revisit Intention</b>
Tourist Satisfaction	Overall evaluation of homestay experience based on expectations and performance	Acts as a primary predictor of loyalty	Strong positive influence; mediates other factors
Service Quality	Reliability, responsiveness, personalization, cleanliness, safety	Enhances trust and long-term relationship	Direct and indirect positive impact
Perceived Value	Balance between benefits received and cost incurred	Strengthens commitment to the homestay	Increases likelihood of repeat visit
Destination Image	Reputation, online reviews, and overall perception	Builds brand attachment and loyalty	Encourages return visits
Emotional Attachment	Psychological bond with host, place, and culture	Creates relational loyalty	Significantly increases revisit intention
Memorable Tourism Experience	Unique and authentic experiences during stay	Enhances positive word-of-mouth	Strong predictor of revisit decision

Safety and Security	Perceived physical and emotional safety	Builds confidence and repeat patronage	Encourages future stays
Sustainable Practices	Eco-friendly and community-based initiatives	Builds ethical loyalty	Positively influences revisit behaviour

### III. RESEARCH GAP

Despite the literature on satisfaction, service quality, perceived value, and loyalty on homestay tourism, there is a lack of integrative research that synthesizes how various aspects of the homestay experience contribute to tourist loyalty and revisit intention. Most studies are specific to a given aspect such as gastronomy, physical servicescape or safety, but few studies have a holistic conceptual concept which connects experiential, emotional, cognitive and situational determinants. There is also a lack of comparative focus on the developing nations especially in the rural and community based tourism setups. It is necessary to consolidate the idea of the mediating and moderating roles of satisfaction, place attachment and co-creation value. Consequently, such interrelationships need to be subject to a systematic review that would allow the delivery of theoretical clarity and managerial guidance.

### IV. OBJECTIVES

1. To study the factors affecting revisit intention of tourists.
2. To study the importance of tourist loyalty in tourism.
3. To study the techniques to enhance tourist loyalty in homestays.
4. To study the role of service experience in tourism.
5. To study the various researcher's perspective on homestay experience on tourist loyalty and revisit intention.

### V. RESEARCH METHODOLOGY

This paper embraces a qualitative research approach of review. The peer-reviewed journal articles, research papers, and recent empirical studies touching on homestay tourism, service experience, tourist loyalty and revisit intention were used to gather secondary data. The literature selected will mainly cover literature published between 2022 and 2025 to be able to be relevant in the contemporary world. The relevant constructs that were identified to include

satisfaction, perceived value, quality of services, attachment to the destination, emotional attachment, destination image, safety and memorable tourism experiences were used as the approach in the form of thematic analysis. The review is a synthesis of research carried out in other geographical settings such as India, Malaysia, Nepal, China and other emerging tourism markets. The analysis of the study as a result of divided determinants into cognitive, emotional, and experiential dimensions creates a cumulative concept of the effect of homestay experience on tourism behavioral intent. This systematic synthesis helps to pinpoint the gaps in the research and application of results to the homestay operators and destination managers.

## **VI. DISCUSSION**

The literature review shows a recurrent pattern in which homestay experiences played a key role in determining tourist loyalty and intention to revisit via interrelated cognitive and emotional processes. The main stimuli that influence the tourist satisfaction and the perceived value are the service quality, personalization, perceived hospitality, and environmental attributes. Satisfaction is another variable that is often found to mediate service encounters into loyalty results. Revisit intention is further enhanced by emotional attachment and recollective experience upon tourism, which create psychological attachment to the destination. The research also indicates the role of safety, image, and authenticity in strengthening trust and commitment in the long-term. Community-based and sustainable homestay services not only lead to the satisfaction but also to value of meaningful engagement and co-creation, which contributes to the value of loyalty. On the whole, the experience of homestay can be described as a multidimensional construct in which the experiential authenticity, emotional attachment, and stable quality of services all influence behavioral intentions together. The results point out that loyalty cannot only be transactional but very much experiential and relational.

## **VII. RECOMMENDATIONS**

1. Focus on personalized hospitality and customized guest experiences.
2. Maintain high standards of cleanliness, safety, and service consistency.
3. Promote authentic cultural, culinary, and local engagement activities.
4. Strengthen emotional connection through meaningful host–guest interaction.
5. Encourage feedback and actively manage online reputation.

6. Develop loyalty and referral programs for repeat guests.
7. Invest in sustainable and community-based tourism practices.
8. Enhance destination image through transparent communication and branding.
9. Train hosts in service quality management and customer relationship skills.
10. Integrate experiential marketing strategies to create memorable tourism experiences.

## VIII. CONCLUSION

Home stay tourism has come up as an energetic and experience-oriented component of the overall hospitality sector, which significantly contributes to the determination of tourist loyalty and revisit intention. This review shows that homestay experiences are not just a part of the accommodation services but also cultural authenticity, emotional connection, personalized hospitality, and unforgettable interaction. The quality of the services, value perceptions and safety as well as destination image have considerable influence on the satisfaction of the tourists and they serve as an intermediate factor in determining the outcome of loyalty. The experience of emotional attachment and co-creation also helps in strengthening the revisit intention and this proves that behavioral loyalty usually lies deep in the aspects of experience and relationship. The results are that the homestay operators have to be holistic which means incorporating service excellence and the authentic cultural involvement. Homestays also promote sustainable development of the local communities particularly in developing markets of tourism as they help to retain tourists. Homestay providers can develop long-term competitive advantage by enhancing service experience, sustaining the quality of services, and creating emotional connections. The implications of the effects of the homestay experience on tourist loyalty and revisit intention regarding the value creation through experience as a strategic instrument of sustainable tourism growth can be successfully concluded.

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