Predictors Influencing the Choice of Lodging Option: A Systematic Literature Review of Homestays

Anup Singh Patwal  
School of Hospitality Management, IMS Unison University, Dehradun, Uttarakhand, India  
Vinay Rana  
School of Hospitality Management, IMS Unison University, Dehradun, Uttarakhand, India  
Vivek Kumar Pathak  
School of Management, IMS Unison University, Dehradun, Uttarakhand, India

Received: 7 April 2023. Revision received: 22 May 2023. Accepted: 14 June 2023

Abstract
In the tourism industry, lodging establishments play a crucial role. Each, more and more tourists look outside the typical hotel for their accommodation requirements. One of the fastest-growing segments of the hotel sector is homestays. This research aims to provide a more comprehensive view of the topic by consolidating the factors found in previous studies that lead tourists to select homestays. This study seeks to bring together the different reasons that have been discovered by studies that encourage visitors to choose homestay as a lodging option to gain a more in-depth understanding of the issue. In this research, the authors elected to conduct a review study in the form of a Systematic Literature Review (SLR). Seventy-four papers published between January 2000 and June 2022 were examined. This study examined Emerald, Sage, Elsevier, Wiley Online Library, Scopus, and Taylor & Francis Online databases. The PRISMA flowchart was utilized to conduct a comprehensive view of the topic. The SLR findings reflect that underlining factors like "feeling at home," "personalized service," "safety and security," "real, local touch/desire to engage in local culture," and "budget-friendly" are the primary motivating factors for visitors to choose homestay over other types of accommodation. This study can offer several suggestions to improve tourists' satisfaction with homestays. Homestay owners, managers, and investors can use this study to create policies, directions, and recommendations for running homestays. Concerning motivations and attribute concerns, this study may give homestay destination marketing managers a more realistic picture of tourist satisfaction.

Key Words: lodging, homestay, tourist motivation, SLR

JEL Classification: Z32, Z33, M31


1. Introduction

Lodging is the most important segment of the tourism industry. The sort of housing available impacts where people choose to go. An important aspect when selecting a holiday destination is the availability of high-quality housing (Singh, 2008). One of the fundamental aspects of tourism, or more accurately, an aspect of the tourism product that appeals to the customers, is the provision of lodging. Any destination's tourist volume and revenue are directly proportional to the number of available accommodations as well as their variety and quality (Nuntsu et al., 2004).
The interest in alternative lodgings such as Homestay is increasing year after year, as travelers seek domestic amenities while traveling. As a result, this has become a popular alternative tourism option. Unlike typical lodging options like hotels, which offer similar experiences no matter where you go, homestays offer more customised services with an authentic sense of place (Gunasekharan and Anandkumar, 2012).

The value of a homestay can be seen from the reality that it directly benefits the local community. (Ramesh, 2010). Homestay is often called "pro-poor tourism" since it contributes to the reduction of poverty in the host community, which is particularly true when the tourism is performed in a rural setting (Scheyvens, & Momsen, 2008; Peaty, 2009; Acharya, & Halpenny, 2013).

It is critical to ensure the long-term viability of homestay programs so that society can continue to benefit. To focus on continuous improvement and sustainability, visitors visiting homestay must have positive experiences, which may be determined by discovering why individuals select homestay as a lodging choice. This study aims to give travel organizers, homestay entrepreneurs, marketing managers, and scholars better knowledge about tourist perception of homestays. The product that is provided by homestays is considerably different from the standard hotel room in a number of aspects, including the amenities, characteristics, and advantages that the customers desire. The research would be useful for homestays in developing a better, more sustainable, attractive, and competitive marketing strategy for the infrastructure visitors use during their stays.

1.1. The Objective of the Study

As homestay lodging has grown in popularity, more and more study has been done on the sector and its many elements. Researchers have tried to figure out why travelers chose this alternative lodging over more traditional tourist lodgings such as hotels and motels. This research aims to understand better what motivates visitors to choose homestays rather than other types of hotel accommodation. This study seeks to bring together the different reasons that have been discovered by studies that encourage visitors to choose homestay as a lodging option to gain a more in-depth understanding of the issue.

2. Literature Review

2.1 Homestay

A tourist stays in a local family’s home that rents rooms to tourists. “Homestays include chalets, cottages, mountain chateaux, farmhouses, beach villas, mansions, castles, ranches, cave dwellings, historic buildings, and tree houses” (Basak et al., 2021). Homestays give guests real experiences and allow hosts to earn extra money and share culture with travellers from around the world (Rizal et.al. 2018; Inversini et al., 2022). Homestay operators can provide travellers a genuine cultural link to the place and information on local products, sightseeing, culture, flora, and fauna that commercial hotels can't.

“Homestay is an accommodation arrangement in which tourists stay as if they were family members in the house of homeowners in a destination, eat local delicacies, and enjoy routine life as it is lived by the host in exchange for a payment” (Gu & Wong, 2006; Agyeiwaah, 2019; Janjua et al., 2022).

Travelers continue to select homestay accommodations over other types of accommodations for a variety of reasons, including the welcoming ambivalence, customized services, home-cook local meals, authentic experiences, and cultural immersion (Wang, 2007; Gunasekaran and Anand, 2012; Agyeiwaah, 2013). Promjittiphong 2005; Zhang et al., 2019; Zhao et al., 2020, characterised homestay as "one form of management of ecotourism," which brought attention to the significance of homestay as an alternative kind of housing for eco-tourists.
Staying in homestay is an appealing, long-term rural tourism option (Walter et al., 2018; Acharya & Halpenny, 2013; Zhao et al., 2020; Ye et al., 2018; Zhang & Tang, 2021). Homestay refers to a kind of accommodation in which visitors are welcomed in residents' homes. It usually means staying with a local family (Agyeiwaah & Mensah, 2016; Agyeiwaah, 2019). When a visitor, traveller, or student comes to stay with a local family in their home, they are referred to as a "homestay." (Rizal et al., 2018). Travelers benefit from a homestay since it allows them to engage with the host family, get a first-hand look at the local culture, and stay in a low-cost guestroom. (Kulshreshtha & Kulshrestha, 2019). The rural community is encouraged to participate in tourism via homestay businesses. (Samsudin & Maliki, 2015). Homestays are an intangible, variable, and inseparable part of the tourist and hospitality sector. (Sun & Ghiselli, 2010). Homestays are characterised by a high level of engagement between guests and hosts, and they aim to safeguard the environment, local culture, and local jobs as components of sustainable community-based tourism. (Walter et al., 2018; Reimer & Walter, 2013; Kuhzady et al., 2020). In most cases, a homestay programme is run by people who own houses in rural regions, where travellers may experience local (oftenly rural) community life in a traditional and culturally during their holiday. (Bachok et al., 2018; Hanim et al., 2014; Kulshreshtha & Kulshrestha, 2019).

3. Methods

3.1. Systematic Literature Review (SLR)

The current study used five SLR stages that have been developed by (Pickering and Byrne, 2014). Stage one involves determining the review objectives and developing research questions; Stage two includes establishing the review process, which includes defining search keywords and repositories as well as developing the literature selection criteria. The specified repositories are then searched for relevant material and assessed according to eligibility requirements in Stage three. The fourth stage extracts and summarizes all pertinent information. In the last stage, final synthesizing, as well as analysis, was conducted. Figure 1 depicts the screening procedure.
3.2. Protocol for Literature Review

Every necessary literature search was performed in the most important e-databases in tourism and hospitality to achieve interdisciplinary scope. Earlier systematic reviews were limited to two or three databases at a time (Yang et al., 2017); however, this research focused on six important databases, namely Emerald, Sage, Elsevier, Wiley Online Library, Scopus, and Taylor & Francis Online were considered. “All six databases have been used frequently in previous literature review studies” (Figueroa et al., 2015). Table 1 shows the research criteria.

Key Search phrases are checked through research title, abstract, keywords, and scholarly papers and articles. The basic keywords used in finding literature were, “Homestay Tourism”, “Homestay”, “Alternate Accommodation”, “Homestay Lodging”, “Homestay & Motivation”, “Tourist Motivation”, “Rural Accommodation”, “Homestay & Satisfaction”, “Rural Homestay” and “Rural Lodging”. Published research literature from January 2000 to June 2022 was taken into consideration for the study.

Table 1. Criteria of Research

| Database | Emerald, Sage, Elsevier, Wiley Online Library, Scopus, and Taylor & Francis Online |
| Search within document | Keywords, Title, Abstract, |
| Type | Article |
| Language | English |
| Research Area | All |

Source: Own research

3.3. Literature Screening

Using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach the screening of the relevant prior literature was done which served as the foundation for the research (PRISMA, 2020b). PRISMA checklist outlines procedures which need to be carried out in order to conduct a review that can be duplicated by other researchers and provide data that can be relied upon. Many researcher have modified the PRISMA approach for use in tourist research. These publications may be found in the references section of the respective articles. According to Kim et al. (2018), doing a systematic literature review in the field of tourism and hospitality using the PRISMA methodology and checklist will help researchers obtain a better comprehension of the methodology, level of quality, and level of rigour of systematic reviews. PRISMA was selected over other existing protocols because of the acknowledgement from its succinctness (Liberati et al., 2009).

A total of 465 studies were thoroughly assessed individually against the eligibility criteria at identification stage. Where abstracts didn’t provide enough information, then entire evaluation of articles was done as the eligibility criteria. Those researches that met the precise eligibility requirements have been examined. During this phase, 105 publications were eliminated because they failed to meet several of the eligibility criteria. At the critical screening stage 302 articles were screened and 254 were excluded. Following thorough the processes, 74 papers were deemed suitable and chosen for the overall analysis and interpretation. Figure 2 shows the screening process.
4. Findings

Figures 3 and 4 provide descriptive data for the studies that were examined. Figure 3 depicts those publications which published an article on homestays and the reasons while selecting them as accommodation choices, while Figure 4 depicts the number of publications disseminated each year.
Figure 3. **Number of Journal and publication from 2000 to 2022**

- Tourism management: 8
- Tourism and hospitality research: 4
- Scandinavian journal of hospitality and tourism: 1
- Journal of travel and tourism marketing: 3
- Journal of sustainable tourism: 2
- Journal of outdoor recreation and tourism: 4
- Journal of leisure research: 2
- Journal of human resources in hospitality and tourism: 3
- Journal of hospitality, leisure, sport & tourism education: 2
- Journal of hospitality marketing and management: 2
- Journal of hospitality and tourism technology: 1
- Journal of hospitality and tourism research: 4
- Journal of hospitality and tourism management: 3
- Journal of hospitality and tourism education: 2
- Journal of ecotourism: 4
- International journal of tourism research: 5
- International journal of hospitality management: 3
- International journal of hospitality knowledge: 2
- International journal of hospitality and tourism: 1
- International journal of contemporary hospitality: 2
- Current issues in tourism: 2
- Cornell hospitality quarterly: 3
- Asia pacific journal of tourism research: 4
- Annals of tourism research: 7

Source: Own Research
4.1. Geographical distribution of the research institutions

The geographical distribution of the authors’ institutions evidence that 18.9% are researchers located in China, followed by 14.8% in Malaysia and 10.8% in the USA (Table 2). However, the topic has gained interest in Hong Kong, Taiwan, and UK.

Table 2. Country Wise Publication

<table>
<thead>
<tr>
<th>Country</th>
<th>Documents</th>
<th>Percentage of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>14</td>
<td>18.9</td>
</tr>
<tr>
<td>Malaysia</td>
<td>11</td>
<td>14.8</td>
</tr>
<tr>
<td>USA</td>
<td>8</td>
<td>10.8</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>8</td>
<td>10.8</td>
</tr>
<tr>
<td>Taiwan</td>
<td>7</td>
<td>9.4</td>
</tr>
<tr>
<td>UK</td>
<td>4</td>
<td>5.4</td>
</tr>
<tr>
<td>South Korea</td>
<td>4</td>
<td>5.4</td>
</tr>
<tr>
<td>Australia</td>
<td>4</td>
<td>5.4</td>
</tr>
<tr>
<td>Greece</td>
<td>3</td>
<td>4.0</td>
</tr>
<tr>
<td>Turkey</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Spain</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Italy</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Canada</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Austria</td>
<td>1</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>74</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Own Research

4.2. Reasons for Selecting Homestay by Tourist

According to research conducted by Agyeiwaah, (2013) and Sood et al., (2017), there are a number of advantages to staying in a homestay rather than a hotel. It implies choosing a homestay is not completely arbitrary. Table 3 depicts the various reasons for selecting homestay. According to Anandkumar and Gunasekharan (2012), “the four key criteria that motivate tourists to select alternative
lodging such as Homestay are a homely atmosphere, value for money, a local touch, and a guest-host relationship”.

According to Mukesh (2015), “Unique accommodations, tailored service, the owner's local expertise, home-cooked meals, and destination-specific activities are reasons to choose a homestay”. Tourists like Homestays because of the community and social ties. “The quiet surroundings, the host friendliness, the feel of being welcomed in someone's home, away from home, and the short walking distances to adjacent stores and restaurants are all factors that pull tourists to hosted lodgings” (Tussyadiah, 2015; Basak et al., 2021).

Agyeiwaah (2013) found that volunteer travelers’ chose homestay lodging because of push and pull dynamics. Less pollution and a desire to assist local community service and development were found as the most effective pull factors. Chaturvedi,(2015); Zhang et al.,(2019); Yogendra(2015) highlighted “economical lodging, home-cooked local food, unique activities related to particular Homestay, safety and privacy, stay as a help to host, and stay at home is always a better choice as reasons for travelers to prefer a homestay over a hotel room”.

According to Wang (2007), Staying at a host's house was a great chance to learn about their culture and way of life. Hsu and Lin (2011) concluded “activities arrangement, service quality, scene attraction, social demands, and facilities, making new friends, etc., price, sanitation and comfort, special assistance, leisure, and relaxation, and transportation as underlying factors for choosing Homestay accommodation”. Five key experiential motivational factors were identified by Macintosh & Siggs (2005) such as “unique character, personalized services, homely environment, and quality of accommodation and value-added experiences such as experience provided by historic buildings”.

As per Wang et. al. (2020) less pollution in the homestay destination is one of the reasons for selecting homestay by tourist. Sharma & Nayak (2019) supported that homestay’s are pocket friendly ,safe and secure and provide unique activities to tourist such as Cooking, village tour, tracking etc. Chen et al (2020) asserted that host friendliness is the motive of tourist to choose homestay. It provides tourist opportunity to learn daily life and culture of locals. Tourist who seeks novelty, new skills and knowledge opt for homestay (Mura, 2015; Ye et al., 2018; Janjua et al., 2022).

Table 3. Tourist reasons for selection Homestay

<table>
<thead>
<tr>
<th>Research</th>
<th>Authenticity</th>
<th>Intercultural Relationship</th>
</tr>
</thead>
</table>
| Agyeiwaah et.al. (2014), Li et al. (2013), Ye et al. (2018), Chen et al.(2013), Gutten tag et al., 2017, Tukamushaba et al. (2016), Paulauskaite et al. (2017), Kim et al., (2012), Yang et al., (2017), (Dey et al., 2020) | - Authentic experience of the host culture  
- Distinct Accommodations  
- Native Accommodation  
- Historic buildings provide value-added experience  
- Traditional Houses  
- Unique Characters of homestay  
- Traditional product  
- Local authentic food | - Cultural Immersion  
- Meeting local community  
- Exploring different culture  
- Experiencing new and different culture  
- Socio-culture experience  
- Tradition and value |
<table>
<thead>
<tr>
<th>Cultural beauties</th>
<th>Interacting with Local people</th>
<th>To see Cultural heritage</th>
<th>Art, craft and handicraft</th>
<th>Fair and festivals</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Comfortable Home Setting</th>
<th>Homely Environment</th>
<th>Homely Atmosphere</th>
<th>Homely Feeling</th>
<th>Home away from home</th>
<th>Peaceful</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Personalized Service</th>
<th>Home owner as host</th>
<th>Treating guest as family member</th>
<th>Guest-Host Relationship</th>
<th>Being welcomed into someone's home</th>
<th>Getting Personal Attention</th>
<th>Prioritizing the guest need</th>
<th>Personalized hospitality</th>
<th>Courtesy of host</th>
<th>Warm welcome</th>
<th>Willingness to help</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Affordability</th>
<th>Economic Value</th>
<th>Value For Money</th>
<th>Less priced accommodation</th>
<th>Cheap and affordable meals</th>
<th>Affordable prices</th>
<th>Pocket-friendly accommodation</th>
<th>Cost-effective accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>McIntosh and Siggs (2005), Thapa &amp; Malani(2018), Liang et al.,(2017), (Joel Cruz-Tarrillo et al., 2022), Hjuimand et al.,(2001), Kuhzady et al.,(2020), (Jiang et al., 2022)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Safety &amp; Privacy</th>
<th>Safety &amp; security</th>
<th>Secure environment</th>
<th>Host a as guardian</th>
<th>Safe and secure activities at homestay</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Leisure &amp; Relaxation</th>
<th>Recreation and pleasure</th>
<th>Leisure And Relaxation</th>
<th>Escape</th>
<th>Resting and relaxing</th>
<th>Mental peace</th>
<th>Escape from obligation</th>
<th>Away from hectic life</th>
<th>Walk in nature</th>
<th>Tranquility</th>
<th>Solitude</th>
<th>Away from ordinary life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mcintosh and Siggs (2005), Thapa &amp; Malani(2018), Liang et al.,(2017), (Joel Cruz-Tarrillo et al., 2022), Hjuimand et al.,(2001), Kuhzady et al.,(2020), (Jiang et al., 2022)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Host Hospitality</td>
<td>Gastronomic Experience</td>
<td>Local Lifestyle</td>
<td>Novelty Seeking and Knowledge</td>
<td>Unique Activity/Special Attraction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------</td>
<td>---------------------------------------------------------</td>
<td>-------------------------------------------------------</td>
<td>----------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Host as guide</td>
<td>• Trying Authentic Native Cuisine</td>
<td>• Pure local life experiences,</td>
<td>• Building confidence to try new things</td>
<td>• Rurality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Local Knowledge of The Host</td>
<td>• To taste a dish of a region</td>
<td>• True Lifestyle.</td>
<td>• Experiencing off beat Place</td>
<td>• Village and Farm visit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Treating guest as family member</td>
<td>• Home-Cooked local food</td>
<td>• Village and rural life</td>
<td>• Learn New Language</td>
<td>• Natural heritage exploration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Good interactions with homestay hosts.</td>
<td>• Home-Cooked Food</td>
<td>• Local Experiences</td>
<td>• Education</td>
<td>• Adventure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Host skill and knowledge</td>
<td>• Traditional cuisine</td>
<td>• Ways of life of people</td>
<td>• Social Demands &amp; Facilities (Making NewFriends Etc.)</td>
<td>• Sports</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Polite, kind and educated host</td>
<td>• To taste local food</td>
<td></td>
<td>• Learning native cooking</td>
<td>• Cultural entity workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Variety of food</td>
<td></td>
<td>• Cultural enlightenment</td>
<td>• Famous attraction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Local sweets</td>
<td></td>
<td>• Sustainability skills</td>
<td>• Leisure activity of a destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Admiring natural heritage</td>
<td>• Wilderness and undisturbed nature</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• New life experience</td>
<td>• Natural resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Camping, guided excursion/tour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


5. Discussion

According to the existing research, the most important reasons for selecting homestays are price, homely setting, a real sense of local way of life and authentic culture, increasing social interaction with host, and a different experience. For a better understanding, each of these aspects is examined concerning relevant research literature. According to existing literature, one of the most important reasons behind selecting homestays includes a homely atmosphere, price, a real sense of native customs, creating new relationships with hosts, and a unique experience that cannot be found in a typical hotel. For a better understanding, each of these aspects is examined about relevant research literature.

5.1. Authenticity, Intercultural relationships, and Local lifestyle

"Homestays as a component of heritage and Cultural tourism has traditionally been viewed as an experiential tourism rather than simply visiting a destination" Asbullah et.al.(2014). Tourists can’t buy traditional vacation packages because they want local culture (Sin, 2009). Homestay tourism allows visitors to get a closer look at the destination's culture and lifestyle (Biswakarma, 2015). McIntosh and Sigs(2005) discuss the experiential element of homestay in their studies, resulting in a unique and private experience. Staying at a homestay allows tourists to experience the local flavor, which is uncommon in typical accommodations such as hotels (Gunashekkaran and Anandkumar, 2012). however gives visitors the chance to gain experience.

According to the Chinese Village Traditions research (Chen & Chen, 2011), tourists prefer to stay with a host family to engage in greater societal engagement. “Homestays, as part of community-based tourism, allow guests to learn about the community and its people, as well as its culture and way of life" (Suansri,2003). The reality is that, the things such as local culture, local customs, and local lifestyle are important draws for travelers to choose homestay accommodations (Bhuiyan et.al. 2013). “Homestays were shown to be the most popular kind of lodging by volunteer tourist in Ghana” Agyeiwaah et al. (2014).

5.2. Comfortable Home Setting

When individuals travel, they want a pleasant place to stay which makes them feel comfortable is a well-known fact, Lee et.al (2009). The idea of "Home" is an essential component of a homestay

| Others |
| • Weather |
| • Convenient Accessibility |
| • Quiet Neighborhood |
| • Shopping |
| • Less pollution |
| • Outdoor activity |
| • Availability of transportation |
| • Promoting local participation |
| • Destination growth |
| • Service Quality |
| • Scene Attraction |
| • Sanitation and Comfort |
| • Positive destination image |

Source: Own Research.
offering McIntosh et al. (2011). According to a previous study, the major motivations of visitors to select homestay housing is the familiarity of the environment. Gunashekaran and Anand (2012) observed that a "homy atmosphere, distinct accommodations, and home-cooked food" are in reality what makes a homely setting, as Mukesh (2015) concluded. Tussyadiah (2015) cited "the feeling of being welcomed in someone's house" is the rationales for selecting the homestay in their study. Hsu and Lin (2011) discover "homely feeling, sanitation & comfort, relaxation" as a key motivation for selecting homestay as lodging.

As Yogendra (2015) highlights in their study that tourists want a "homely environment" and prefer homestay as an accommodation choice while traveling. While researching the service quality of homestays, Zainuddin and Bakar (2008) assessed the quality based on several factors, as "cleanliness, comfort, food, environment, host hospitality" to generate homely feel at the homestays. Tourists prefer homestays because they want a "homely feel" for their accommodations. According to McIntosh and Siggs (2005), the "homely environment" component of homestays is what attracts tourists.

5.3. Personalized Service

Another of the attributes that travelers seek within their lodging when traveling is "personalized service or a personal touch" at homestays (Paul, 2016). The Host-Guest relationship are significant feature which influences tourists to pick homestay lodgings (Gunashekaran and Anandkumar, 2012), as it provides guests with a "personal touch" throughout stay at homestay. In their study, McIntosh and Siggs (2005; Mukesh, 2015) discovered that customized service is a significant influencing element that leads tourists to choose homestay accommodation throughout their travels. "The novelty of Homestay is the presence of a host on the property, which gives visitors a personal touch" (Kline et al., 2008).

Tussyadiah (2015) asserted that "host hospitality & feeling of being welcomed in someone's home" are the primary factors of visitors while selecting homestays as lodging, it implies why tourists strive to "personalized services" while selecting homestays lodging. Visitor strive to feeling of home at the accommodations when traveling (Yogendra, 2015), which leads to a need for personalization over the visit. McIntosh and Siggs (2005) also stated that personalized services are a major reason why tourists prefer homestays as lodging during their stay.

5.4. Affordability

The primary component of every tourism offering is accommodation (Veal et al., 2015). Price influences the type of lodging chosen by guests (Yue et al. 2014). Alegre & Pou, (2006) discussed that Cost determines the duration of a tourist's stay. The interest in cultural and experience tourism has been supported as a key motivation (Wang, 2007) which outweighs prices when selecting homestay as a lodging choice (Wuthiya, Kanokwan, 2011). However, according to research performed in the area, pricing plays a crucial factor in why tourists choose homestay as a lodging choice while their visit.

Researchers such as Jamal et al., (2011); Gunashekaran and Anandkumar (2012); Hsu and Lin (2011), and Yogendra (2015) found that inexpensive pricing remains a factor that influences visitors' choices to choose homestay as a lodging option during their trip. According to a study done by Teong et al. (2014), homestays are becoming a preferred lodging choice among visitors due to the comparatively low cost of homestays and the addition of personalized service.

5.5. Safety & Security

When choosing a destination, safety is the top priority for every tourist, which substantially impacts the travel decision. People will strive to avoid locations that they believe are unsafe (Hanoi, 2013; Sonmez and Graefe, 1998). “Safety and security are important factors in tourist lodging selection and are a significant component in overall travel satisfaction” Kozak & Rimmington(2000). Visitors
consider safety while choosing a homestay. Tourist Rated safety is one of the important criteria for adopting homestay as lodging in a study conducted by (Wang, 2007). Similar findings were reached by (Wuthiya and Kanokwan, 2011), who discovered that security and safety are the most influential factors when tourists opt to stay in a homestay. According to Chaturvedi (2015), "One of the reasons why many visitors prefer homestay is the safety and privacy given by the homestay." Safety is one important feature that leads to visitor arrivals at a homestay location (Kunjuraman & Hussin, 2013). Due to significance of safety in tourists' homestay choices has become a significant management criterion (Fu et al., 2014). In a survey conducted by Biswakarma (2015), “safety emerged as one key criterion that greatly affected visitor satisfaction.

5.6. Leisure & Relaxation

Tourists choose homestay for relaxation and exploration (Tussyadiah, 2016; Guttentag 2013), to get away from home (Johnson and Neuhofer, 2017; Camilleri and Neuhofer, 2017; Poon and Huang 2017), and to avoid hectic daily life (Mody et al., 2017; Tussyadiah & Pesonen 2016). It also provides an opportunity for the tourist to rest, to escape from obligation and tranquility as well as solitude (Bachok et al., 2018; Chen et al., 2020).

6. Conclusion, Limitations, and Future Recommendations

As a tourist product, homestays are increasingly appealing to tourists who desire genuine cultural experiences and to learn about the local way of life. Tourists select homestays for a variety of reasons. According to a previous study on the issue, "feeling at home," "personalized service," safety and security," "genuine local touch/desire to immerse in “local culture,” & "budget-friendly" factors are the primary motivations of tourists to select the homestays as lodging choices. The homestays provide immediate advantages to residents of the local community and are an effective strategy for poverty alleviation.

The program's long-term viability must be ensured in light of its current social benefits. The sustainability of the homestays will only be achievable if there is a consistent flow of visitors to the establishments. If visitors choose homestay, the reason or motivation for their preference must be properly investigated and researched to meet or even exceed their expectations. There may be a need for a more in-depth study of the approaches used by homestay providers to create and adapt their service to meet the needs of their guests, as well as the demand-side challenges that arise when visitors stay in private residences.

6.1. Limitation

The research period, commencing in January 2000 and concluding in June 2022, was constrained by the availability of resources. The nature of a systematic review, which is retrospective, observational, and selective, all contribute to the study's inherent limitations (Yang et al., 2017). Another limitation is that all studies chosen for publication were peer-reviewed journal articles and were in English; thus, publication bias may be a limitation. Other types of literature, such as conference papers and news items, were completely ignored.

6.2. Future Recommendation

Tourism, especially in rural areas, has taken a hit from the coronavirus (COVID-19) outbreak due to widespread travel restrictions and a significant drop in traveller demand. Tourism is one of COVID-19's hardest-hit industries. The need of the hour is to study the motivation for selecting a
home as accommodation after the Covid-19 outbreak, as the tourists have changed their pattern of traveling, demand and choice among tourists, and the availability of alternative options for tourists.

References


International Perspective (pp. 179-193). Abingdon, UK: Rutledge.


86. Pratap, R., (2016). *Blink, A place like home*. [Online] Available at:


90. PRISMA.Statement.https://prismastatement.org/PRISMAStatement


**Brief description of Author/Authors:**

**Anup Singh Patwal**

ORCID ID: https://orcid.org/0000-0002-0274-6055
Affiliation: School of Hospitality Management, IMS Unison University, Dehradun, Uttarakhand, India
Email: anup.patwal@ymail.com
Anup Singh Patwal is presently pursuing Doctoral Program (Ph.D.) Hotel Management from IMS Unison University Dehradun Uttarakhand India and presently working with Institute of Hotel Management (NCHMCT), Dehradun, Uttarakhand July-2014 as Assistant Lecturer. He is a double post-graduate in Hospitality Management (MBA-HM) from Kurukshetra University, Haryana & Tourism Management(MTM) from IGNOU New Delhi. He is UGC-Net Qualified in Tourism Administration and Management in the year 2017. He is a Certified Hospitality Trainer from (CHT) from IHM Pusa under NCHMCT and the Ministry of Tourism Jointly. And Certified Learning Facilitator (CLF) from NCHMCT Noida and Lausanne Hospitality Consulting, Lausanne, Switzerland.

**Prof. Dr. Vinay Rana**

ORCID ID: https://orcid.org/0000-0001-7649-2097
Affiliation: School of Hospitality Management, IMS Unison University, Dehradun, Uttarakhand, India
Email: dean.sohm@iuu.ac
Prof. Dr. Vinay Rana is Dean of the School of Hospitality Management, IMS Unison University, Dehradun Uttarakhand, India. He has vast experience in Hospitality Industry, Academics, and Research, spanning over 27 years. He is a well-respected trainer in hospitality education and has established and developed various professional hospitality institutes in Northern India. He started his career in the capacity of a chef and worked in various prestigious hotel properties, both in India & overseas. Dr. Rana has been conferred various Awards and accolades such as “Aspiring Researcher Welcome 2015-16” by the Indian Hospitality Congress, Educator of the Year Award 2016 by the International Society for Hospitality Education, and many more.

**Dr. Vivek Kumar Pathak**

ORCID ID: https://orcid.org/0000-0003-2285-0869
Affiliation: School of Management, IMS Unison University, Dehradun, Uttarakhand, India
Email: vivek.pathak@iuu.ac
Dr. Vivek Kumar Pathak is an Assistant Professor at IMS Unison University. He is a Ph.D. from Banaras Hindu University (BHU), Varanasi, India, and UGC (NET) qualified. He has an MBA from Motilal Nehru Institute of Research and Business Administration (MONIRBA), Allahabad, specializing in Marketing and HR. Before joining IMS, he was associated with the International Institute of Health Management Research (IIHMR), New Delhi. He has participated in several research projects funded by agencies such as the World Health Organization (WHO) and the Department of Science and Technology (DST) in India, etc. He has six years of teaching and research experience, and his interest areas are Consumer Behaviour, Integrated Marketing Communication, etc.