

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

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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

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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 (Schevyvens, & 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).

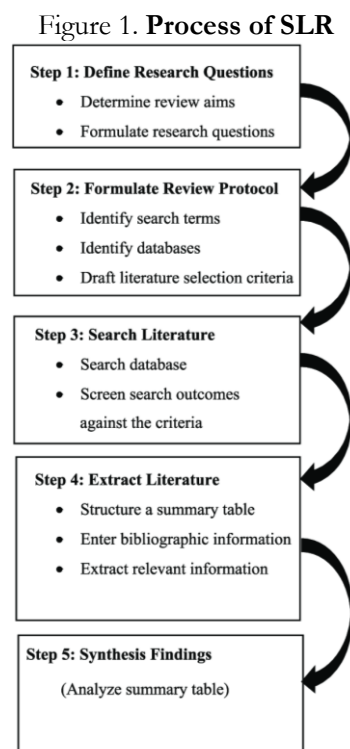
Travelers continue to select homestay accommodations over other types of accommodations for a variety of reasons, including the welcoming ambivalence, customized services, home-cook local meals, authentic experiences, and cultural immersion (Wang, 2007; Gunasekaran and Anand, 2012; Agyeiwaah, 2013). 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 & Kulshreshtha, 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 traditionaly and culturally during their holiday. (Bachok et al., 2018; Hanim et al., 2014; Kulshreshtha & Kulshreshtha, (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.



Source: Adapted from Pickering and Byrne (2014)

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” (Figuroa 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
Keywords	“Homestay Tourism”, “Homestay”, “Alternate Accommodation”, “Homestay Lodging”, “Homestay & Motivation”, “Tourist Motivation”, “Rural Accommodation”, “Homestay & Satisfaction”, “Rural Homestay” and “Rural Lodging”
Search within document	Keywords, Title, Abstract,
Type	Article
Language	English
Research Area	All

Source: Own research

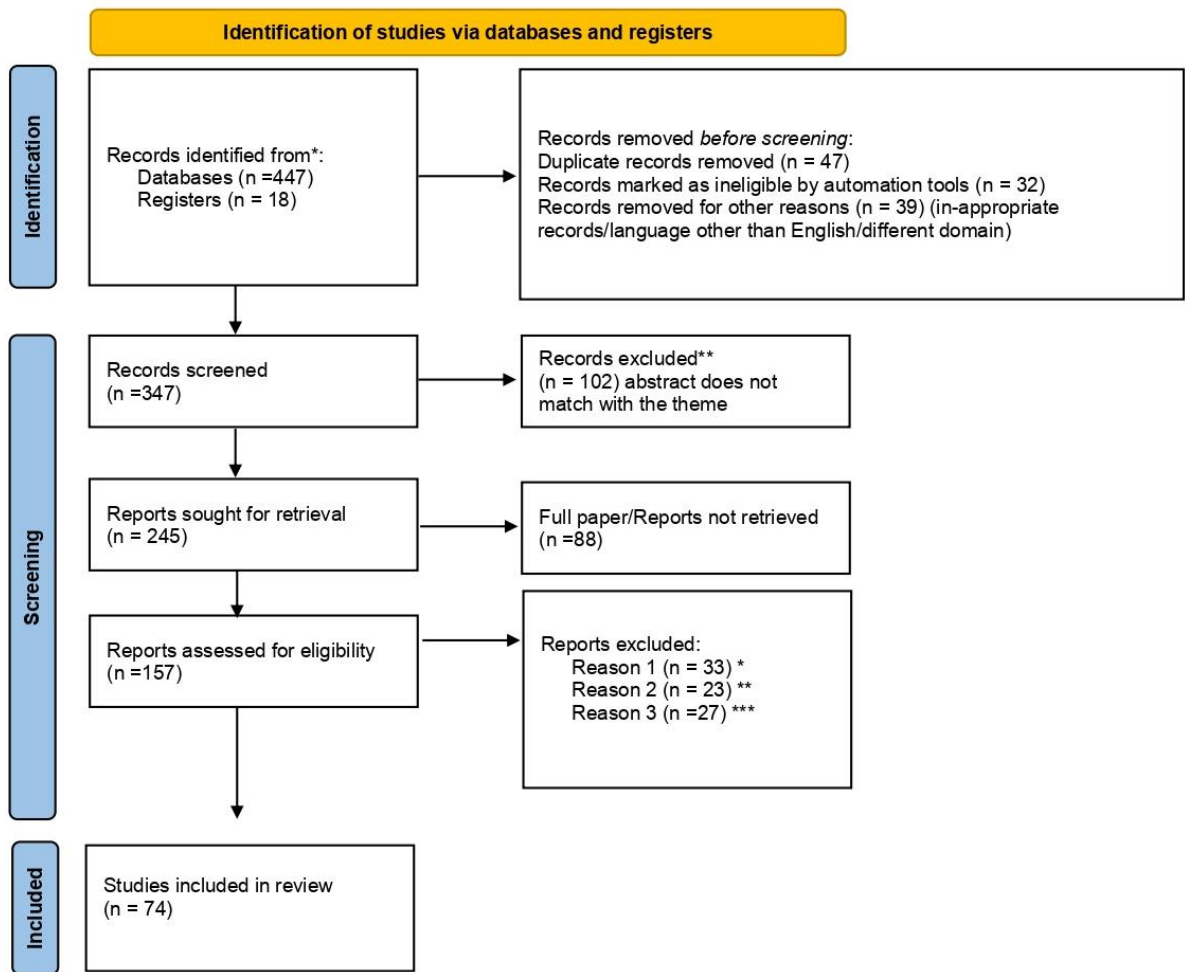
3.3. Literature Screening

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.

Figure 2. Literature Screening Process

PRISMA 2020 flow diagram for new systematic reviews which included searches of databases, registers and other sources



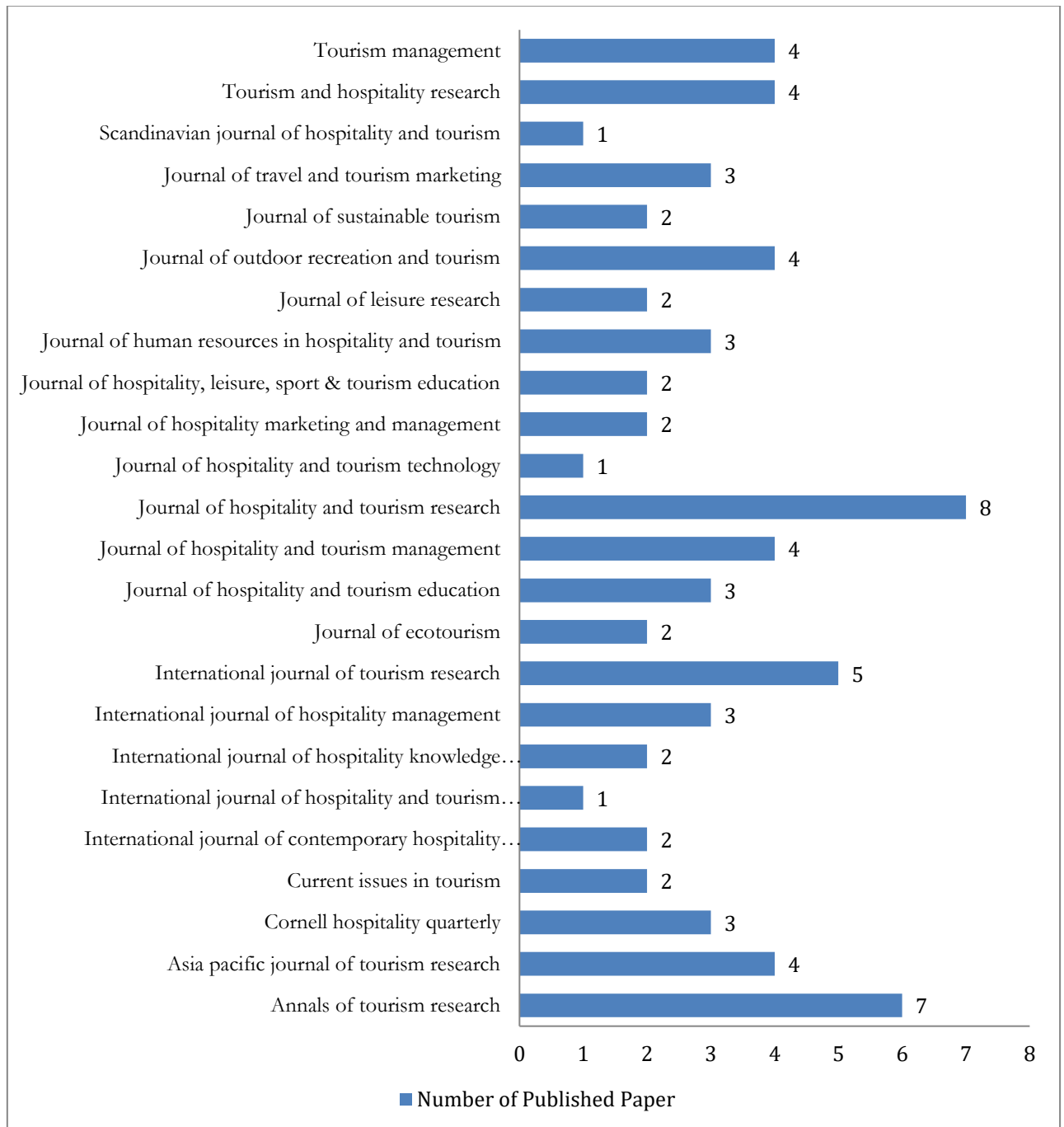
*Reports were slice/redundant publication
 **Reports were in other languages
 ***Research domains not related to Hospitality and Tourism

Source: 1. PRISMA 2020

4. Findings

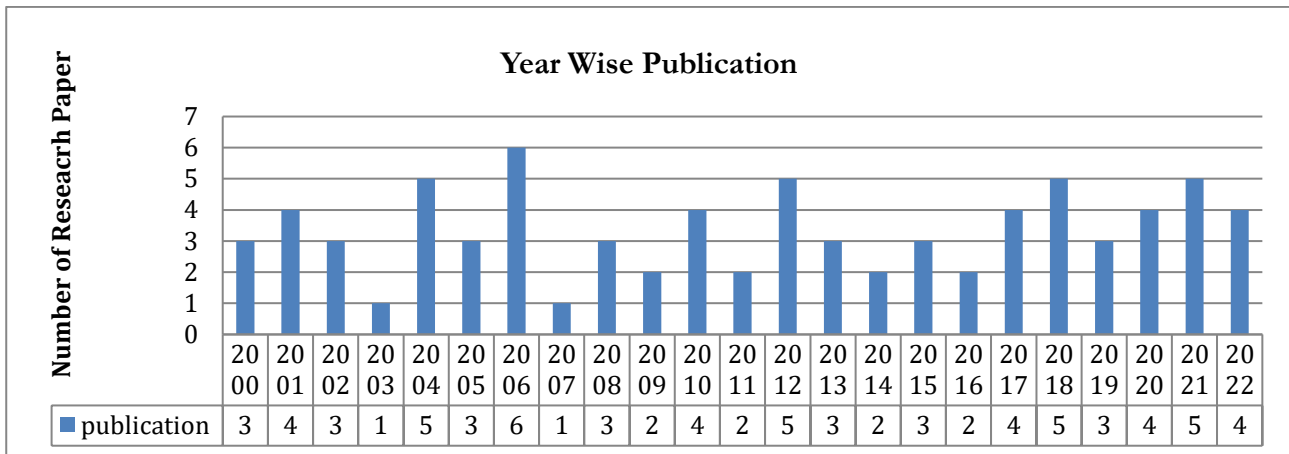
Figures 3 and 4 provide descriptive data for the studies that were examined. Figure 3 depicts those publications which published an article on homestays and the reasons while selecting them as accommodation choices, while Figure 4 depicts the number of publications disseminated each year.

Figure 3. Number of Journal and publication from 2000 to 2022



Source: Own Research

Figure 4. Year Wise Publication



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 Hongkong, Taiwan, and UK.

Table 2. Country Wise Publication

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

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

Research	Tourist reasons for selecting Homestay
Agyeiwaah(2013), Sood et.al,(2017),McIntosh et al. (2010), Park (2014), Chen et al.,(2013), Lituchy and Rail (2013), Hsieh and Lin (2010), (Basak et al., 2021)	<p>Authenticity</p> <ul style="list-style-type: none"> • 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
Agyeiwaah et.al. (2014), Li et al. (2013), Ye et al. (2018), Chen et al.(2013),Guttentag et al., 2017, Tukamushaba et al. (2016), Paulauskaite et al. (2017), Kim et al., (2012), Yang et al., (2017), (Dey et al., 2020)	<p>Intercultural Relationship</p> <ul style="list-style-type: none"> • Cultural Immersion • Meeting local community • Exploring different culture • Experiencing new and different culture • Socio-culture experience • Tradition and value

	<ul style="list-style-type: none"> • Cultural beauties • Interacting with Local people • To see Cultural heritage • Art, craft and handicraft • Fair and festivals
Chaturvedi(2015),Guttentag(2013),Piorkowski &Cardone(2000),McIntosh&Siggs(2005),P rayag et al., (2018), Rizal et.al,(2018), (Inversini et al., 2022)	<p>Comfortable Home Setting</p> <ul style="list-style-type: none"> • Homely Environment • Homely Atmosphere • Homely Feeling • Home away from home • Peaceful
Gunasekharan and Anandkumar (2012), Ye et al.,(2018), Mura(2015), Lituchy & Rail(2013), Lynch(2005), Lalicic & Weismayer (2017), (Janjua et al., 2022)	<p>Personalized Service</p> <ul style="list-style-type: none"> • Home owner as host • Treating guest as family member • Guest-Host Relationship • Being welcomed into someone's home • Getting Personal Attention • Prioritizing the guest need • Personalized hospitality • Courtesy of host • Warm welcome • Willingness to help
Hsu and Lin (2011), Gunasekaran & Anandkumar(2012), Guttentag et al.,(2017), Biswakarma(2015), Rizal et al.,(2018) Bachok et al.,(2018); Hanim et al.,(2014),Sun & Ghiselli,(2010),Hjuimand et al.,(2001),Kuhzady et al.,(2020), (Jiang et al., 2022)	<p>Affordability</p> <ul style="list-style-type: none"> • Economic Value • Value For Money • Less priced accommodation • Cheap and affordable meals • Affordable prices • Pocket-friendly accommodation • Cost-effective accommodation
Mcintosh and Siggs (2005), Thapa & Malani(2018), Liang et al.,(2017), (Joel Cruz-Tarrillo et al., 2022), Hjuimand et al.,(2001),Kuhzady et al.,(2020), (Jiang et al., 2022)	<p>Safety & Privacy</p> <ul style="list-style-type: none"> • Safety & security • Secure environment • Host a as guardian • Safe and secure activities at homestay
Tussyadiah,(2016), Guttentag (2013), Chen et al (2020), Sun & Ghiselli,(2010),Hjuimand et al.,(2001),Kuhzady et al.,(2020), (Jiang et al., 2022)	<p>Leisure & Relaxation</p> <ul style="list-style-type: none"> • Recreation and pleasure • Leisure And Relaxation • Escape • Resting and relaxing • Mental peace • Escape from obligation • Away from hectic life • Walk in nature • Tranquility • Solitude • Away from ordinary life

<p>Mukesh,(2015), Guttentag,(2013), Kim et al. (2012), Kim(2017), (KC, 2020), Zhang et al., (2019),(Zhao et al., 2020)</p>	<p>Host Hospitality</p> <ul style="list-style-type: none"> • Host as guide • Local Knowledge of The Host • Treating guest as family member • Good interactions with homestay hosts. • Host skill and knowledge • Polite, kind and educated host
<p>Acharya, & Halpenny(2013), Agyeiwaah & Mensah(2016),Agyeiwaah,(2019), Samsudin & Maliki(2015), Walter et al.,(2018),Reimer & Walter, (2013), Pasanchay & Schott,(2021)</p>	<p>Gastronomic Experience</p> <ul style="list-style-type: none"> • Trying Authentic Native Cuisine • To taste a dish of a region • Home-Cooked local food • Home-Cooked Food • Traditional cuisine • To taste local food • Variety of food • Local sweets
<p>Yogendra (2015), Lynch, (2005), Mura(2015), Wang(2007), Sharma & Nayak,(2019), Kulshreshtha & Kulshreshtha,(2019), KC, (2020), Zhang et al., (2019), (Zhao et al., 2020), Wang et. al.(2020), (Xi Zhang & Tang, 2021)</p>	<p>Local Lifestyle</p> <ul style="list-style-type: none"> • Pure local life experiences, • True Lifestyle. • Village and rural life • Local Experiences • Ways of life of people
<p>Liu et al.(2018); McIntosh & Siggs(2005), (Gunasekaran & Anandkumar, 2012; Guttentag et al.,(2017),Mura,(2015), KC, (2020), Zhang et al., (2019), (Zhao et al., 2020), Ye et al.(2018), (Zhang & Tang, 2021)</p>	<p>Novelty Seeking and Knowledge</p> <ul style="list-style-type: none"> • Building confidence to try new things • Experiencing off beat Place • Learn New Language • Education • Social Demands & Facilities (Making NewFriends Etc.) • Learning native cooking • Cultural enlightenment • Sustainability skills • Admiring natural heritage • New life experience
<p>Gunasekharan and Anandkumar, (2012), Nuntsu et al., (2004), Ramesh, (2010),Schevyvens, & Momsen, (2008),Peaty, (2009), Acharya, & Halpenny, (2013), Hamzah (2010), Lynch & MacWhannell (2000), Hamza & Ismail (2013),King & White,(2009),Gu & Wong,(2006),Promjittiphong (2005), Kulshreshtha & Kulshreshtha, (2019), Kuhzady et al., 2020)</p>	<p>Unique Activity/Special Attraction</p> <ul style="list-style-type: none"> • Rurality • Village and Farm visit • Natural heritage exploration • Adventure • Sports • Cultural entity workshop • Famous attraction • Leisure activity of a destination • Wilderness and undisturbed nature • Natural resources • Camping, guided excursion/tour

<p>Lamb(2011), Kim et al. (2012), Guttentag,(2013), Mukesh,(2015), Guttentag et al., (2017),),Quinby & Gasdia,(2014), , Kim(2017), (Samsudin & Maliki, 2015),Sun & Ghiselli, (2010),Bachok et al., (2018)</p>	<p>Others</p> <ul style="list-style-type: none"> • 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
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Source: Own Research

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 Siggs(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 (Gunasekharan 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

offering McIntosh et.al. (2011). According to a previous study, the major motivations of visitors to select the homestay housing is the familiarity of the environment.

Gunasekharan and Anand (2012) observed that a "homey 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 rationale 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 (Gunasekharan 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); Gunasekharan 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.

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