

REVIEW OF LITERATURE

CHAPTER-II

REVIEW OF LITERATURE

2.1 Introduction

The aim of this chapter is to review the past literature of the developed model by the previous researcher in the field of tourism research basically relevant to tourists' satisfaction and their behavioral intention. The review gives an insight into the constructs which are associated among them to develop the conceptual and the structural model. This review permits the researcher to develop the model on the homestay tourism in Darjeeling hills taking into account the constructs namely, Service Quality (SQ), Destination Image (DI), Accessibility (ACC) and Safety & Security (SAF) of the visitors, Tourists' satisfaction (SAT), and Behavioral Intention (BI). In addition to that, a thorough review of SWOT (Strength, Weakness, Opportunities, and Threats) in the tourism industry is done to establish the theoretical premise of relevant variables to be taken into the study to measure the degree of viability of homestays operating in Darjeeling hills. The tourism industry is one of the leading businesses globally and it plays a dominant role to uplift the economy to a great extent. Being an attractive business, the battle to promote tourism destinations has been escalating. As an outcome of this, destination marketing organizations are fervently trying to market their destinations by adopting strategies to build an encouraging picture to lure their customers. As Sofronov (2019) in a study pointed out that the most important task of tourism marketing organizations is to build a strong loyalty of visitors visiting a particular destination.

2.1.1 Tourism and service quality

Wang et al., (2005) investigated the relationship between service quality, customer satisfaction, and customer loyalty in the management consulting industry in Taiwan. The attributes of SERVQUAL such as empathy, competence, reliability, responsiveness, and tangibles were used to measure the degree of service quality in the study. Furthermore, the casual relationship of service quality on customer satisfaction was also investigated and found a significant positive

REVIEW OF LITERATURE

impact. Besides that, the positive impact of customer satisfaction on loyalty was also verified in the study.

Ivanauskiene and Volungenaite (2014) attempted to investigate the relationship between service quality and loyalty in the countries, namely Lithuania, Latvia, and Estonia especially referring to the retail sector. The finding of the study suggests that the dimensions of service quality such as personal interaction, policy, and product have a direct and positive impact on customer loyalty across three countries.

Luvandwa et al., (2020) examined the service responsiveness in homestays operating in Kenya and recommended the need for improvement in terms of responsiveness among the employees to generate a higher level of satisfaction to attract prospective visitors.

Kakiya et al., (2020) applied the OLS method to ascertain the effects of reliability of service on visitors' satisfaction. The researchers found that there is a need to render the services promised by homestay operators'.

Kloumsri and Laohavichien (2020) revealed no significant association between the green brand image and Thai tourists' level of satisfaction. Moreover, enhancing the service quality of homestay certainly increase the level of satisfaction as unveiled in the study.

Praveen and Kumara (2020) explored the relationship between service quality and tourists satisfaction in Sri Lanka. The significant relationship between service quality and homestay visitors' satisfaction is established in the study.

Al-Laymoun et al., (2020) made an effort to investigate the connection between service quality and satisfaction for the tourists visiting homestay. The paper disclosed the positive and significant linkage between service quality and tourist satisfaction.

The empirical study conducted by Bigne et al., (2001) had focussed on the influence of service quality on the satisfaction of the visitors in Spain. Furthermore, the study also investigated the relationship between destination image as perceived by the tourists with behavioral intentions

REVIEW OF LITERATURE

and post-purchase evaluation. The study found a significant direct influence of perceived service quality, satisfaction, intention to return, and willingness to recommend on destination image. The crucial role of destination marketing to build destination image had also been substantiated in the study.

The model developed by Gonzalez et al., (2007) aimed to illustrate the impact of service quality perception and satisfaction on behavioral intention in Spain. Data collection was based on three dimensions identifying the appropriate measure using a structured questionnaire. The result depicted a direct and positive impact of service quality and customer satisfaction on behavioral intention.

Solimun and Fernandes (2018) investigated the mediating role of customer satisfaction on the relationship among service quality, service orientation, marketing mix strategy, and customer loyalty. This case study also attempted to establish the causal relationship among the constructs. Customer loyalty is not affected directly by all the constructs. Though, customer loyalty is indirectly affected by those constructs through the mediating variable customer satisfaction as depicted in the study.

Ogucha et al., (2015) explored the influence on tourist satisfaction by the facilities and services provided by the homestay operators in the Lake Victoria Kenya Tourism Circuit. The researchers tried to determine the influence of facilities and services offered by the homestay. The study conducted by applying a survey design comprising a randomly selected sample of 20 homestay facilities with a total of 42 respondents that were identified through the Kenya Community-Based Tourism Network Database (KECOBA). Satisfaction was measured using tangible and intangible factors. The finding suggested that 71% of the visitors were not satisfied with the homestay facilities and services. This was largely attributed to deficient tangible factors of service quality and the study also revealed that the tangible factors were the better predictor of tourist satisfaction than the intangibles. Therefore, the recommendation had been made to ensure adequate facilities in order to have repeated visitors' through positive word of mouth.

REVIEW OF LITERATURE

Ismail et al., (2016) focussed on the relationship among service quality, visitors' satisfaction, and behavioral intention of the visitors in Banghuris Homestay, Malaysia. The data was collected from the visitors using a five-point likert scale on different attributes such as tangibility, reliability, empathy, responsiveness, and assurance. The finding of the research suggested that the service quality is a core element for the satisfaction level of the visitors and exist positive association between them. It was important for homestay providers to focus on their customers' needs and requirements while staying and experiencing the destination as suggested in the study. Furthermore, the study result also showed the impact of satisfaction on visitors' preference for revisiting desire.

Seetanah et al., (2020) attempted to bridge the linkage of service quality to the tourists' satisfaction and intention to revisit in the study conducted at SSR airport in Mauritius. The theoretical model was developed and tested empirically to investigate the relationship among the constructs. The finding of the study suggested that service quality would be considered as the crucial antecedents of tourists' behavior because the more satisfied customers would likely visit the same destination.

2.1.2 Accessibility factor and tourism

Omar et al., (2017) adopted the HOLSAT model to measure the level of satisfaction of tourists' visiting Penang Island, Malaysia. 20-holiday attributes were identified to measure the gap between experiences and expectations. The attributes were broadly classified into four categories namely, accessibility, accommodation, amenities, and food/meals. The t-test was conducted to validate the significant difference between experiences and expectations. The tourists' satisfaction and dissatisfaction with each attribute were detected. The findings suggested the stakeholders to provide better services and facilities in the destination.

Perez et al., (2017) developed a model that expresses the relationship between a set of independent variables which were the antecedents of tourists' satisfaction. To identify the underlying dimension Exploratory Factor Analysis (EFA) was employed and identified four

REVIEW OF LITERATURE

major constructs that affect tourists' satisfaction, namely accessibility, lodging, facilities, and attractions. After that, a measurement model was performed to test the reliability and validity of the constructs. Eventually, the Structural Model was tested taking into account the constructs mentioned above and found a positive significant relationship with tourists' satisfaction in the study.

Hillary (2020) examined the multi-factor such as attraction, facility, service, accessibility, and price affecting tourists' satisfaction in Candirejo village. Despite this, the price was identified as the only factor that influences the satisfaction of tourists' as revealed in the study.

Ningtiyas et al., (2021) described the influence of attraction, accessibility, amenities, ancillary on tourists' visiting interest through the mediating variable tourists' loyalty. Visiting interest was positively and significantly influenced by attraction, accessibility, amenities and ancillary as disclosed by the researchers.

Biswas et al., (2020) tried to examine the moderating role of age in the relationship among attraction, accessibility and tourists' satisfaction in Bangladesh. The results of the study had ensured the significant moderation of age in between attraction and accessibility on tourists' satisfaction.

Ingyin (2021) investigated the linkage between accessibility and the level of tourists' satisfaction in the destination Inle' Lake. The study had found a significant positive influence of accessibility on tourists' satisfaction as confirmed in the study.

Chin et al., (2018) intended to examine the effect of accessibility and accommodation quality on tourists' satisfaction and followed by revisit intention in the study of Malaysia. Furthermore, the moderating role of local communities' attitudes was also established between quality of service and satisfaction. Eventually, the positive relationship of accessibility and accommodation quality on tourists' satisfaction which leads to revisiting intention had also been substantiated in the study.

2.1.3 Safety and security issues in tourism

Saraihong and Chanchaoenchai (2011) through the empirical study had ascertained the behavioral pattern of domestic and foreign tourists in Thailand homestay. Understanding tourists' behavior would be one of the main aspects of tourism to make it sustainable for the long run. Four dimensions were taken for the study to collect the information through a structured questionnaire. These were service, price, and information access, and safety & security. The researchers found that safety & security was the most influential factor for the decision to visit homestay. The information access issue for the domestic tourists' and price aspect for the foreign tourists were the less influential factors as perceived by them as found in the study.

The empirical study conducted by Nguyen-Phuoc et al., (2021) had found the significant influence of perceived service quality, perceived safety/ security, image, and satisfaction on public transport passenger loyalty in the study.

Lee et al., (2017) had verified the mediating effect of safety on the relationship among service quality, customer satisfaction, and behavioral intention of the beachgoers, Korea. The study concluded to have the mediating effect of perceived safety between tourists' satisfaction and behavioral intention.

Bae et al., (2020) examined the effect of COVID-19 risk perception on behavioral intention towards tourism. The researchers confirmed the significant influence of both cognitive and affective risk perception on behavioral intention. However, the study unveiled the negative influence of affective risk on behavioral intention.

Moon et al., (2016) attempted to measure the linkage among perceived safety, satisfaction, and behavioral intention in the context of the airport. The study disclosed that safety being a direct driving force of satisfaction of the users.

Bavani et al., (2015) had assessed the factors which drive the visitors' to choose homestay over other forms of accommodation of the tourists visiting Kannchong Darat Homestay. The positive impact of quality of services and facilities rendered on tourists' satisfaction had verified in the

REVIEW OF LITERATURE

study. Though, the stakeholders need to improve the infrastructure, safety issues, and services to ensure the desired level of satisfaction of the visitors. Marketing issues need to be tackled effectively in collaboration with government and private agencies as recommended by the researchers.

Kunjuraman and Hussin (2013) had investigated the satisfaction level of domestic tourists with the homestay services provided in Malaysia. Based on data provided by the homestay visitors in terms of facilities, services, and securities, the researchers tried to explore the satisfaction level of tourists. The study had revealed that the visitors are satisfied with the services provided in the homestays.

2.1.4 Destination Image in tourism

Kim et al., (2013) attempted to investigate empirically the relationship among destination image, service quality, perceived value, and satisfaction. The findings of the study indicated the influence of destination image on service quality and perceived value. In addition, the significant impact of perceived value on satisfaction and loyalty had shown in the study.

The conceptual model depicting the interrelationship of destination image, tourists' satisfaction, and destination loyalty was proposed and empirically tested using SEM for the tourists' of European countries visiting Malaysia. The direct and indirect effect of destination image on tourists' satisfaction and destination loyalty was established in the study. Above all, the findings had also uncovered the mediating role of satisfaction between destination image and loyalty of the visitors (Mohamad et al., 2014).

Prayag (2008) examined the relationship between destination image, overall satisfaction, and destination loyalty of international visitors in Cape Town. The direct, as well as the indirect impact of destination image on visitors' loyalty was confirmed in the study. The mediating role of overall satisfaction between destination image and destination loyalty had also been confirmed.

REVIEW OF LITERATURE

Four dimensions of the destination image; namely natural resources, service quality, entertainment, and affective image were identified in the study conducted by Hernández-Lobato et al., (2006) in Mexico. Additionally, the casual relationship among three key variables in tourism viz. an affective image, satisfaction, and loyalty of American tourists' were tested empirically using SEM. The study concluded that the affective image is an important antecedent of loyalty.

Ngo and Nguyen (2016) developed and tested empirically the interrelationship between service quality, customer satisfaction, and loyalty of the customers in the context of the retail banking industry in Vietnam. The structural or casual relationship of the constructs was analyzed among the constructs. It further investigated the mediating role of satisfaction between service quality and loyalty. The study found that service quality and customer satisfaction were the important antecedents of customer loyalty.

Liu and Kim (2017) assessed the role of traveling experience between perceived image, tourists' satisfaction, and behavioral intention in China. The study also confirmed that the significance of perceived image for satisfaction is higher for first-time visitors than for returning visitors. Furthermore, leisure activities were considered a strong indicator of the overall destination image.

Chin et al., (2014) had examined the impact of multi-environment aspects such as environmental conservation, environmental education, cultural heritage attraction, tourism infrastructure, natural resources towards the development of tourism destination competitiveness from a local community perspective of homestay in Malaysia. The study also highlighted the importance of environmental constructs namely cultural heritage attraction and natural resources which significantly contributed to the development of key competitiveness for rural tourism destinations from a community perspective.

Jeong and Kim (2019) investigated the causal relationship between destination image, tourists' satisfaction, and behavioral loyalty. In addition to that, the study also attempted to investigate

REVIEW OF LITERATURE

the mediating role of tourists' satisfaction between destination image and behavioral intention in the context of sporting events in Asia. The direct influence of destination image on tourists' satisfaction and the direct effect of tourists' satisfaction on behavioral loyalty had been established in the study. The study also confirmed having partial mediation of tourists' satisfaction between destination image and behavioral loyalty.

Stavrianea and Kamenidou (2021) developed and tested the theoretical model empirically to investigate the relationships among memorable tourism experience (MTE), satisfaction, destination image, and loyalty. The study confirmed the direct and indirect influence of MTE on loyalty through tourists' satisfaction. Furthermore, the direct and indirect influence of destination image on loyalty was also unveiled in the study.

Marques et al., (2021) revealed the influence of affective image on tourists' satisfaction and post-purchase behavior in Bulgaria. However, the cognitive did not have a significant impact on tourists' satisfaction whereas; the unique image only influenced the intention to recommend as reported in the study.

The political images, cultural images, and infrastructure facilities were the three elements of destination image as identified by Chia et al., (2021) in the study conducted in Malaysia. The study revealed the significant and positive influence of these three elements on tourists' satisfaction.

Chi and Han (2021) attempted to understand the performance of rural tourism destinations in affecting destination image, predicting satisfaction and loyalty. The degree of association among them had also been established in the study.

The moderating effect of perceived value among destination attractions & resources and destination image was established in the study conducted by Chin et al., (2020) in Malaysia.

2.1.5 Satisfaction research in tourism

The study conducted using the HOLSAT model in the tourist destination Gunung Kidul Regency of Yogyakarta by Irawan (2017) for tourists' satisfaction. The average mean of experience and expectation in the HOLSAT model showed the two elements namely, attraction and activities components having a substantial positive impact on the satisfaction of tourists'. On the contrary, attributes categorized as accessibilities and amenities components having the least score signifying that the tourists' were less satisfied with these attributes.

Pradana, and Arcana, (2020) studied the typical form of Balinese Traditional Homestay in Bali. The findings of the study revealed that the traditional cottages were preferred by the visitors' to augment satisfaction.

Battour et al., (2012) attempted to test the mediating role of tourists' satisfaction between motivational factors (push and pull) and destination loyalty. The motivational factors were significantly and positively related to tourists' satisfaction as established in the study. In addition to that, tourists' satisfaction was also positively associated with destination loyalty. The push factors identified by researchers were achievement, excitement, and adventure, family togetherness, knowledge, and escape. On the other hand, natural scenery, wide space, and activities, cleanliness were the pull factors as identified by the researchers.

Maghsoodi et al., (2016) made an effort to examine the relationship among tourists' destination image, satisfaction, and behavioral intention of the foreign tourists visiting Malaysia. It was corroborated that tourists' loyalty was affected by destination image through tourists' satisfaction. Furthermore, the perceived satisfaction of tourists' was affected by destination image.

An integrated approach for understanding destination loyalty, Chi and Qu (2008) made an effort to establish the causal relationship among destination image, tourists' satisfaction, and destination loyalty empirically using SEM in the state Arkansas-Eureka Spring. Firstly, the result of the study showed the direct impact of the destination image to attribute satisfaction.

REVIEW OF LITERATURE

Secondly, destination image and attribute satisfaction were the direct antecedents of overall satisfaction. Lastly, attribute, and overall satisfaction, in turn, had a direct and positive impact on destination loyalty as found in the study.

The study conducted by Ayele and Singh (2020) investigated the causal relationship of perceived destination quality and value on destination loyalty directly as well as indirectly affect through the mediating variable tourists' satisfaction in the case of destination Ethiopia. The mediating variable satisfaction was fully as well as partially mediated the relationship between perceived destination quality and loyalty as revealed in the study. In addition, both perceived value and quality had a significant direct effect on tourists' satisfaction.

Lee et al., (2019) delved into the casual relationship among service quality, destination image, tourists' satisfaction, and behavioral intention in the context of Dapeng Bay National Scenic Area. The causality among the constructs was also examined using SEM taking into account 407 respondents. The result of the study concluded that: firstly, destination image had a positive and direct impact on service quality and satisfaction; secondly, service quality had a positive impact on satisfaction. Thirdly, satisfaction had a positive impact on behavioral intention. As suggested by the researchers greater emphasis needed to be given building destination image to ensure better service quality and satisfaction of tourists' and eventually willingness to visit and recommendation to others

Raimkulov et al., (2021) explored the relationship among destination attractiveness, satisfaction, the sense of relieving and loyalty on American tourists' in Uzbekistan. The results revealed a positive association between satisfaction and loyalty. Furthermore, the mediation role of a sense of relief between satisfaction and destination loyalty had also been established in the study.

Carvache-Franco et al., (2021) identified the two dimensions of perceived value and revealed the linkage of them with satisfaction and loyalty in the study conducted in Peru. The economic-functional dimension of perceived value was the most important predictor of tourists'

REVIEW OF LITERATURE

satisfaction whereas the emotional-social of perceived value being the important predictor of loyalty as concluded in the study.

Al-Laymoun et al., (2020) described the positive and sustainable socio-economic impact of homestay tourism in the study conducted in Malaysia. In addition to that, the structural relationship between service quality and tourists' satisfaction was also investigated and divulged the significant positive relationship between them.

The mediating effect of tourists' satisfaction between city branding & image and revisit intention was empirically tested using Partial Least Square (PLS) SEM in a study conducted by Mutia et al., (2020) in the city of Indonesia. The findings suggested that to attract more tourists, the satisfaction ought to be ensured based on an upsurge of city branding and image.

2.1.6 Behavioral intention in tourism

The revisit intention plays an important role in the tourism industry because of the stiff competition. The study conducted by Som et al., (2012) tried to identify the characteristics of visitors who prefer to visit the same destination again in Sabah, Malaysia. It was concluded that the destination image, modern environment, natural attraction, and relaxation/recreation were the most important factors which motivate the visitors to hold repeat visits.

Kartika, et al., (2020) studied to establish the success of green marketing concept tools and their impact on the tourists' willingness to stay at a homestay. The study also revealed the usage of green marketing tools to improve the functioning of homestay business in terms of visitors' satisfaction and length of stay.

Jamal et al., (2011) explored the relationship among perceived value, satisfaction, and behavioral intention examining the moderating influences on the psychographics of visitors visiting Malaysian homestay. The researchers found the positive association of perceived value on the satisfaction and revisit intention/ recommendation of the visitors'. The study also proposed that behavioral intention was not only dependent on the homestay serviceability but also on favorable perceived value for visitors' satisfaction.

REVIEW OF LITERATURE

Ranasinghe (2015) inspected the relationship between tourists' motivation, quality perception, satisfaction, and loyalty of the tourists visiting homestay in Sri Lanka. The study found the motivation having a significant and positive relationship with satisfaction and quality perception. In addition to that, satisfaction also had a significant impact on quality perception and loyalty. Furthermore, there was a significant and positive relationship between quality perceptions to loyalty as found by the researcher.

Kim (2018) examined the effect of memorable tourism experiences on behavioral intention through the structural relationship among destination image, tourists' satisfaction, revisit intention, and positive word of mouth. The findings of the study suggested that memorable tourism experiences significantly influence both destination image and satisfaction directly and indirectly. Moreover, the most memorable tourism experiences had the most influential determinant of behavioral intentions.

Afshardoost and Eshaghi (2020) made an effort to investigate the relationship between destination image and behavioral intention. The image was designed into a cognitive, affective, and overall image in the study. The finding of the study suggested of having the greatest impact of overall and effective image on behavioral intention which was followed by the cognitive image. In addition to that, the overall study confirmed the destination image having the significant impact on intention to recommend.

LE et al., (2020) aimed to investigate the degree of linkage among destination image, satisfaction, and loyalty of tourists' visiting mountain destination, Vietnam. The result established the significant impact of tourists' satisfaction on loyalty. The factors used in the study were a natural resource, awareness of environment protection, protection of local identity, building exclusive tourists' products, local community support, pricing policy to enhance destination image which led to increased satisfaction and loyalty of the visitors'.

2.2 SWOT analysis in homestay tourism

Lewis et al., (1998) identified tourism as one of the most important tools in the development of rural communities and supported that tourism serves as to create local incomes, generate employment opportunities and growth in such regions.

Dahles (2000) supported the statement asserting that homestay is the supplementary income for the operators since they often take on other forms of employment and also maintain their social and cultural responsibilities.

Ranasinghe (2015) had highlighted the supply side of homestay accommodation rather than the demand-side as the demand side of homestay tourism has often been investigated in tourism prosperous country Sri Lanka. The motivational factors for the homestay operators were a source of income, business prospect, persuasion, and experience appeal of the area, the personal appeal, and the availability of resources. On the other hand, the homestay operators had to deal with a lot of challenges such as limited financial capital, socio-cultural issues, managerial constraint, and external turbulences, immoral behavior of the guests, and guests' complaints. Socio-economic advancement could only be ensured if the operators give due importance for planning, marketing research, increase in customer service, and sufficient allocation of funds.

Kulshreshtha and Kulshrestha (2019) tried to study the future prospect and challenges faced by homestays and also observed the problems encountered by the owners of homestays in India. The paper discussed the increasing preference for homestays, the advantages of homestay ventures and their influence on the socio-economic improvement of local people.

Bhatt (2012) highlighted the feasibility and economic viability of homestay as a community-based ecotourism product in the Himalayan region of North India. Homestays in a himalayan region have up to some extent plays an important role in enhancing the himalayan inhabitants economically. Apart from agricultural activities, homestay tourism has the additional role of sustaining the livelihood of local people instilling the feeling of environment conservation. Despite the economic benefits and income generation, some other strategies are to be adopted to

REVIEW OF LITERATURE

cope up with climate change. Some initiatives are to be taken by respective stakeholders to frame guidelines specifying the qualification of homestay units.

Kontogeorgopoulos et al., (2015) highlighted the negligence of community-based tourism especially homestay tourism in Thailand. The researchers were intended to explore the implications of successful participation in homestay tourism in Mae Kampong, northern Thai province of Chiang Mai conducting semi-structured interviews with 30 homestay operators. The finding implied homestay tourism as a double-edged sword because the success of the community to run homestay units comes at the price of diminished authenticity, greater reliance on tourism, and enhance social and economic inequalities. Despite such challenges, rural communities were continuing to respond to tourists' demand for novelty and authenticity by commercializing their homes and offering homestay experiences that deliver glimpses of rural life to inquisitive visitors.

Sita and Nor (2015) tried to identify the degrees of contact derived from the frequency of communication with tourists that influence the local perceptions towards the social impacts of tourism. The researchers also investigated the local's support for additional tourism development or support for restriction on tourism development in Malaysia. From the findings, three categories of respondents: 'High Contact (HC)', 'Medium Contact' and 'Low contact (LC),' show significantly different perceptions towards the social impact of the homestay program. The HC respondents were positive towards social impact and supported additional tourism development. On the other hand, the MC respondents perceived negative social impact but agreed to support additional tourism development. The LC respondents had a perception of positive social impact and supportive of additional tourism development.

Amin and Ibrahim (2015) developed a model of sustainable community participation in homestay initiatives, in Malaysia. In community-based tourism, homestay communities have the authority to resolve the development such as safeguard the environment and increases cultural awareness. As this initiative was managed collectively by the local community, the visitors are able to recognize the culture of local communities and the cohesive relations between them. The

REVIEW OF LITERATURE

involvement of several stakeholders and local communities in the decision-making process was the most important strategy to assert sustainable tourism development. Sustainable tourism is challenging without the assistance and involvement of local communities. Samples of 306 respondents were selected using stratified random sampling on a number of participants in the homestay initiatives from several parts of Malaysia. All data are analyzed using SEM. It is inferred that there was a positive correlation between community participation and sustainable development. It was concluded by the researcher that community attachment and community involvement were critical factors to ensure sustainable development.

Arevin et al., (2014) formulated a strategy of empowerment to improve the success of the business owners' homestay. The researchers believed that a homestay is an important tool for rural community development. Family-oriented services, adaptability to the environment and local culture, and relatively affordable prices are the factors for foreign tourists' arrival in the homestay. A sample of 160 persons was included from Strategic Areas of Indonesian National Tourism (KSPN). The Data was analyzed using Pearson moment correlation analysis and SEM. The result of SEM analysis showed that the success of homestay was influenced by the extension process, entrepreneurial behavior, empowerment, and occupational competence. But the process of extension and entrepreneurial behavior had not been able to increase empowerment.

Hussin et al., (2014) intended to explore the perceptions of seaweed cultivators towards homestay tourism which is based on seaweed cultivation in the district of Semporna, Sabah, East Malaysia. Government plays a proactive role to integrate the fisherman and farmers into the tourism sector through a homestay program intending to enhance the quality of life. Qualitative, as well as a quantitative research approach, were used by conducting face-to-face interviews, questionnaires, and field observation to collect the primary data from the participants. The finding showed that the majority of the respondents had a positive perception of homestay tourism highlighting seaweed cultivation as an attraction to the visitors in their

REVIEW OF LITERATURE

working places. The researchers also found that the majority of the respondents assumed that the visits of the tourists would motivate them to carry out the activity with more enthusiasm.

Abdullah et al., (2014) highlighted the homestay as a medium of empowering the local communities economically. Though, the finding of the study implied that the policy and guidelines do not define the extent of involvement of rural communities as the benefits of home stay initiatives were mainly procured by the homestay operators who were the decision-makers of the venture. As economic empowerment was centered on homestay operators, there were many instances where some active homestay operators dominate the tourists' arrival as such they were benefitted from ignoring the equal rights of other homestay operators. The villagers had the scope of enhancing income levels by promoting their products to the visitors. Despite a lot of social and economic benefits through homestay initiatives to the communities, operators were engrossed in their vested interest and deviate from promoting the cultural heritage and educating tourists about the preservation of the natural environment. The government had not taken initiative against the homestay operators for noncompliance with rules framed for homestay initiatives. Besides, those operators were misusing economic empowerment and engaged in activities without fulfilling the criteria of the homestay. Some homestays were even not registered; neither the federal government nor local authorities were taking legal actions against them.

Samsudin et al., (2014) identified the concept of cultural landscape and tourism and their relationships with the tourism industry (especially homestay ventures). The focus of researchers lied in sustainable tourism development in terms of environmental, social, and cultural aspects. Homestay tourism is one of the CBT which inculcates the feeling to rural people to conserve and preserve the cultural landscape concept. It is the responsibility of every citizen to have awareness of the importance of the cultural landscape. The awareness of the cultural landscape encouraged the local community especially youth to participate in the tourism industry and preserve the cultural landscape for future generations. But lack of knowledge about culture and heritage among local communities, particularly youth in the villages were influenced by modern

REVIEW OF LITERATURE

technology i.e. because of the internet. The main challenges pointed out by researchers were to sustain youth interest and activity in the cultural landscape of tourism. Homestay as well needed further attention and development strategies due to the challenges in conservation and urbanization.

Bhan (2014) described the availability of potential natural resources such as natural gifts, man-made heritages, ethnocultural richness, innocent social settings, pleasant hospitality for the scope of evolution of homestay across India. Homestay is considered to be demand-driven tourism and has become a need-based concept for contemporary visitors. Focussing on three main aspects namely service, facility, and attraction, the up-gradation of homestay units needed to be done. Despite being immensely attractive, the homestay units were lacking in facilities and service quality. There is a need of PPP (Public-Private Partnership) model so that the viability of the homestay would be sustained.

Sood et al., (2017) emphasized homestay as a new avenue to uplift the Indian Himalayan communities economically. Despite plenty of benefits to the communities, homestay tourism has had to face a lot of challenges due to the non-participation of all the folks. The reason behind non-participation was identified: socio-cultural; practical and apprehensions. The reason includes hard complying with certain guidelines of the scheme viz. inadequate sanitary infrastructure, gender roles, and complex socio-cultural issues.

Acharya and Halpenny (2017) tried to explore the socio-cultural sustainability of Ghalegoan Homestays in Nepal. Dimensions of socio-cultural sustainability taken for the study were inclusive, collaborative, resilient, and modernizing. The finding of the study revealed that the members of the community equally participate in the chores of homestay units irrespective of caste. Harmony, engagement, partnership, and networking are the key factors explored by the homestay units in Ghalegoan. The concept of resilience-focused is adopted on addressing social and cultural changes such as a change in social and cultural capital resulting in the change of lifestyle to sustain the homestay enterprise. The changes of infrastructure in the community as

REVIEW OF LITERATURE

per the requirement of daily lives were explored without spoiling the traditional values in the Ghalegoan homestays.

Salleh et al., (2014) explored the characteristics and factors affecting the participation and perception of homestay operators about the impact of homestay development on their local communities in Johar. Their involvement was driven by various factors such as their own desire to be operators, encouragement from communities, families, and associations as well as government initiatives. The other factors which motivate to get involved in homestay programs were gaining new experience, acquiring a better source of income, spending their leisure time, improving skills and interests of individuals, and gaining expertise to run the small business enterprise as found out by the researchers. Homestay operators believed that the development of homestays has a positive impact on local communities. The finding of the study showed the highest impact on cultural heritage followed by economic impact, social and environmental impact on the local community.

Gu & Wong (2007) assessed the positive and negative perceptions in developing tourism, particularly homestay units in the coastal zone, Dachangshan Dao, China. Using factor analysis five dimensions had been identified namely: economic impact, quality life improvement, environment deterioration, beach degradation, seawater pollution, and interruption to quality of life. Cluster analysis was conducted on the basis of the demography of the respondents especially the age factor to enquire into their perception of developing tourism in the coastal zone. The finding of the study concluded that youngsters believed to have an improvement in the quality of life by developing tourism in the region. Furthermore, the age group between 41-50 years supported the idea of economic impact in developing tourism in the area. On the contrary, above 50 years are perceived to have physical environment degradation through tourism development. In addition to that, tourism development creates beach degradation as perceived by the age group for more than 60 years.

The contribution of community-based homestay to both the rural communities and the visitors had been investigated in the study conducted by Kayat (2009) in Negeri Sembilan, Malaysia.

REVIEW OF LITERATURE

The contributions to the visitors were living culture, education, entertainment, and enrichment. Apart from that, the community-based homestay establishes a relationship between the community and visitors not only for a particular period but also for the years through letters, phone calls and emails, etc. It also increases social cohesion among the hosts and contributes to their commitments to preserve and provide knowledge on local customs.

Bhuiyan et al., (2011) explored the potentialities of homestay for the development of Ecotourism in the East Coast Economic Region (ECER). Researchers highlighted the minimum negative impacts on the environment through eco-tourism as well as its sustainability economically, socially, and environmentally. Though, the shortcomings of the homestays needed to be addressed by the local communities. Some of the challenges to be addressed were brand image issues, meeting international standards, training facilities, marketing, and promotions. Cultural elements as well as creating genuine interest and commitments to the local community were the crucial factor to be ensured as pointed out by the researchers.

Karmakar (2011) conducted a case study to highlight the scope of ecotourism comprising of six districts in North Bengal namely Darjeeling, Jalpaiguri, Coach Bihar, Uttar Dinajpur, Daxin Dinajpur, and Malda. The study focused on the viability of eco-tourism based on the number of footfalls of domestic and international tourists in these areas. The abundant availability of diverse flora and fauna had widened the scope of ecotourism in these destinations. Some of the positive impacts the researcher had found were employment generation, increase in revenue, helping in spatial development, improvement of the standard of living, and diversification of the economy, rejuvenation of local art and culture, and acceleration on the development of infrastructure.

Ibrahim et al., (2010) illustrated that homestay tourism had increased the additional revenues not only to the homestay operators but also the villagers or 'kampong' folks who were not directly involved with homestay. Homestay is not just the platform to earn additional income but also to develop entrepreneurial skills through joint action in tourism.

REVIEW OF LITERATURE

Sriparest et al., (2011) inspected the relationship between managerial function and the success of community-based homestay tourism at Phomlok homestay community-based tourism, Nakhon Si Thammarat, Thailand. Planning, organizing, leading, and controlling were considered managerial functions for homestay initiatives. Researchers used Pearson correlation techniques to draw the conclusion among the variables. The finding of the study suggests having two key variables viz. planning and controlling function. It was suggested that the remaining two variables are less important managerial functions for the success of homestay ventures.

Kwaramba et al., (2012) explored the role of homestay units as a poverty reduction tool in South Asia through the Local Economic Development Programme (LED). The study basically focussed on the empowerment of economically disadvantaged women and to become self-reliant with the medium of homestay units. The challenges faced by the homestay units were a lack of entrepreneurial steering which was reflected by the absence of marketing strategies and the heavy reliance on a single distribution channel. In order to achieve the objective of poverty reduction, boosting confidence levels and empowering the women was the need of an hour as suggested by the researchers.

Yosuf et al., (2016) highlighted the issues pertaining to the commitment of homestay operators in Malaysia. The declining number of tourists leading to reduction of expected income had kept the operators dwindled their commitment towards homestay operation. Four aspects such as quality of life attributes, attitudes, the role of community and the role of government had the positive and significant predictors of the commitment of homestay operators as identified by the researchers. There was a moderate commitment of operators in running homestay units as found by the researchers.

Kumar and kunasekaran (2012) tried to unravel the role of tourism in the development of the community as well as poverty eradication especially through the homestay programme in rural areas in Selangor district, Malaysia. The researcher had undertaken the study with the aim of identifying variables that would ensure the economic sustainability of the rural homestay

REVIEW OF LITERATURE

program. More precisely the researcher also tried to identify the impediments to the development of homestay programs. Homestay tourism was considered a medium of income generation which restricts the migration of local people to urban areas in search of livelihood. The negative impact, as well as unhealthy culture which could lead the identity threat needed to be addressed with care by the operators as pointed out by the researchers.

Yusnita et al., (2012) examined the influence of transformational leadership towards the commitment of homestay operators in Malaysia based on three-dimension viz. the idealized, influence which is defined as the capability to act as a role model whereby the leader becomes admired, respected, and trusted; inspirational, the motivation which pertains to the ability of leaders to integrate the followers and tilts towards the desired direction through inspiration and motivation; intellectual stimulation, pertains to the traits of the leaders having a personal attraction to the followers. The researchers opined that participation alone is not enough to ensure the success of the activities of homestay initiatives. The commitment of every individual and member of the community is crucial to the success of activities and initiatives which require voluntary participants of its members. The researchers found that there is a significant relationship between transformational leadership and organizational commitments of participants to inflate the standard of homestay initiatives.

Bhuiyan et al., (2013), examined the economic potentialities of homestay tourism for the homestay operators in Terengganu, Malaysia. Economic potentialities were measured based on the initial investment, monthly expenses, and annual revenue. The respondents had a positive belief in homestay tourism in respect of local economic progress, society, and the environment. Homestay tourism being successful in increasing employment opportunities, local people's standard of living, and private-public investment and also helpful for the conservation of natural resources. Though, to have socio-economic progress, homestay units need proper planning, ideal marketing strategies, increase customer service, and sufficient allocation of funds as found in the study.

REVIEW OF LITERATURE

Amin et al., (2013) tried to identify the predictive determinant of quality of life, government role, and attitudes that influence the general well-being among the homestay participants. The determinant i.e. the independent variables were income, expenditure, saving, house residence, land, transport, health, education, safety, marketing, attitude, and training. Researchers advocated that the majority of the attribute dimensions such as income, expenditure, saving, house residence, land, transport, and education had a significant correlation with the general well-being of homestay participants. At the same time, all these variables were positively related to the general well-being of the homestay participants.

The study conducted by Salleh et al., (2013) had identified the motivational factors which motivate the rural community to participate in a homestay program in Negeri Sembilan, Malaysia. Self-motivation and desire to preserve the way of community living were the two main factors that motivate the rural community to participate in the homestay program. Though, the other motivational factors identified by the researchers were economic factors (additional revenue) and socio-cultural values (cohesiveness and co-operation among the community).

Vinh (2013) focused on the marketing issue that needs to be tackled by the homestay units to enhance the footfall of tourists in the Duopnglam village, Vietnam. Apart from that, the finding suggested that the climatic condition, accessibility of the destination, homestay services, beauty of the location, and cleanliness were the most important attribute for tourists' satisfaction.

Korir et al., (2013) examined the contribution of homestay accommodation upon the growth of rural tourism and also highlighted the challenges faced by the homestay operators in providing commercial accommodation in Kenya. The homestay entrepreneurs believed that homestay accommodation plays an instrumental role in developing rural tourism as the cost of investment is relatively low. However, some believed that the homestay accommodation would possess external influences on their family and deprival them of privacy. Entrepreneurs were uncertain about the quality of their ability to meet and satisfy tourists in respect of hospitality and communication, although they were willing to meet the challenges for economic gains.

REVIEW OF LITERATURE

Agyeiwaah (2013) unveiled and examined the pull and push factors that account for volunteer tourists' choice of homestay in the Kumasi Metropolis of Ghana. The researcher found that among the push and pull factors, the most important were socio-cultural attraction and environmental sensitiveness.

Yusof et al., (2013) explored the current scenario of rural tourism development in Malaysia particularly homestay programs and analyzed the challenges and issues pertaining to homestay management. The extensive financial assistance of the Malaysian government for the improvement, marketing, and development of homestay programs had given an opportunity to marginalized sections to take part in the tourism sector. The problem of migration from rural to urban areas could be mitigated through homestay tourism. The product of rural tourism especially the homestay program provides employment opportunities, inflates the standard of living of the local community, and creates awareness about the importance of environmental preservation.

Karki et al., (2019) revealed that homestay ventures generate higher rural income and biodiversity conservation. The study revealed that income is seen to have contributed extra benefits to the poor families than to operators who are more affluent.

2.3 Statement of the problem

Tourism has become the backbone of the economy as it has contributed 9.3 percent to the GDP in India in 2019 (Travel and Tourism Report-Knoema). India is endowed with varieties of diverse historical backgrounds, cultures, ethnicity, traditions, and customs. India is also bestowed with plenty of natural resources which ensure the avenues for the development of tourism in the country. The potential of generating employment from tourism is the tool to alleviate poverty and to ensure livelihood opportunities for rural people in India. The Ministry of tourism has coined the concept "bread and breakfast/homestay establishment" to promote homestay tourism in the country. Despite this, homestay tourism is not surfaced in a limelight as compared with other forms of tourism. Homestay tourism is the tool to bring local communities

REVIEW OF LITERATURE

into the tourism sector which enables the country to ensure inclusive growth which is one of the objectives of five-year plans in India.

Homestay is becoming popular in the hilly region of Darjeeling. The rural places in the Darjeeling hills are endowed with attractive natural beauty but there is a lack of organized homestay tourism ventures which has enormous potential for these types of viable tourism initiatives. To exploit the potential of this area, the state is keen to introduce the concept of homestay tourism. Homestay tourism provides the visitors to experience the culture of local communities, enjoy the pristine natural environment, to get pleasure from the homemade cuisine and, other adventurous activities offered by the homestay operators. Several studies have addressed the issue of assorted tourism in Darjeeling but homestay tourism, to date, is not adequately addressed by the researchers. This study endeavors to focus on the development of homestay tourism in the rural areas which is likely to integrate the local communities into the tourism sector. Homestay tourism has gained momentum in the recent past but not much attention is given by the government to explore the potential of generating livelihood among rural people. The marketing research especially which deals with tourists' satisfaction and behavioral intention of the visitors are not been carried out by the previous researchers. The study has attempted to explore identifying the different antecedents which affect the level of satisfaction and post-purchase behavioral intention of the visitors. The causal relationships among service quality, tourists' satisfaction, and behavioral intention have been established by Wang et al., (2005). The research so far is not conducted in the context of homestay tourism in Darjeeling. Visitors' satisfaction and behavioral intentions of visitors are considered as the most important aspects for the long-term sustainability of small-scale tourism ventures like homestays. As the homestays operating in Darjeeling have had to face plenty of marketing and promotion impediments because of hefty cost, most of them have basically relied on positive word of mouth and recommendations to friends and family. Omar et al., (2017) has emphasized accessibility as one of the important antecedents to measure the level of satisfaction of the visitors in the destination. Most homestays in Darjeeling hills are concentrated in the rural areas,

REVIEW OF LITERATURE

the accessibility to the destination has become the major challenge and the researcher in this study has made an effort to establish the causal relationship between accessibility and tourists' satisfaction. The safety & security measures in the destination are the most influential factor for satisfaction and revisit intention Saraithong and Chancharoenchai (2011). The researcher in this study has also attempted to establish and substantiate the statement empirically in the context of homestays operating in Darjeeling. The destination image has a direct and indirect impact on the satisfaction level of the visitors and loyalty (Mohamad et al., 2014). The destination image is the perception of visitors of a particular destination. Therefore, the study here also has attempted to delve into the destination image of a place where homestays are located and its relationships to overall satisfaction and behavioral intention.

The state government has made an endeavor to promote homestays in Darjeeling for the well-being of the community. The government is also envisaged to promote organic farming, especially in the rural areas to attract tourists not only from other states but also from abroad. Poor infrastructural and accessible facilities in the rural areas have negatively affected the influx of visitors in the rural areas. There is a language barrier as the operators as well as participants are hardly aware of the foreign languages which are vital to reducing the communication gap between visitors and the hosts. Highly potential but unexplored tourist destinations are not advertised sufficiently to bring the destination to the eyes of visitors in the homestay rural tourism in the Darjeeling hills. In view of the above, the study is expected to identify the issues and challenges that homestay operators are facing to run a homestay venture. This study shall be conducted to investigate the homestay tourism contribution for the socio-economic benefits to the local communities and to alleviate poverty in rural areas in Darjeeling hills. This study would likely delve into financial and marketing issues related to the smooth functioning of homestay ventures by introducing proper recreational facilities as demanded by contemporary leisure tourists. Further, the study will try to recognize the real perceptions about homestay program in view of homestay operators and also presents a review of development through the homestay program across rural areas in the district of Darjeeling as well as to investigate the

REVIEW OF LITERATURE

challenges faced by the homestay operators for smooth running of the program. Of late, the potential of homestay in providing additional income and employment within the community, the growth of homestay tourism ventures can be discerned in the vicinity of Darjeeling and its adjoining areas.

However, homestay tourism has remained unexplored as no extensive study has been conducted encompassing the area Darjeeling hills. No one can deny that homestay tourism could not flourish due to the predominance of other forms of tourism in the Darjeeling hills and its adjoining areas. In this study, it is envisaged to study the level of satisfaction, revisit intention and, positive word of mouth for making these homestays financially viable. The study also would investigate the SWOT (Strengths, Weakness, Opportunities, and Threats) as perceived by the homestay operators. The major focus of the study is centered on tourists' satisfaction. The study also focuses on issues and challenges faced by homestay operators in generating adequate revenues for their sustainability.

2.4 Research objectives

The objectives of the study are:

- i) To relate the destination image of homestays with the level of satisfaction of visitors
- ii) To identify the level of Satisfaction of tourists with the quality of services provided by the homestay operators
- iii) To establish the causal relationship of safety & security, accessibility on level of satisfaction of the tourists visiting homestays in Darjeeling
- iv) To analyze the mediating role of level of satisfaction between service quality and behavioral intention of the visitors' in Darjeeling homestay
- v) To explore the mediating role of level of satisfaction between destination image and behavioral intention of the visitors' in Darjeeling homestay

REVIEW OF LITERATURE

- vi) To measure the mediating role of level of satisfaction among safety & security, accessibility on the behavioral intention of the visitors'
- vii) To identify the major internal factors such as strengths and weaknesses of homestay as well as external factors such as opportunities and threats operators in running the homestay units

2.5 Research Questions

- i) Are the visitors satisfied with the services provided by the homestay operators?
- ii) Do the visitors feel safe staying in the homestay?
- iii) Are the visitors comfortable with the accessibility of the homestays scattered in remote areas?
- iv) Is the destination image of the homestay is positive to the tourists?
- v) Is there any mediating effect of the level of satisfaction on different constructs?
- vi) Are the homestay operators facing marketing problems?
- vii) Are the visitors' willing to recommend the homestay to friends and relatives?
- viii) Can SWOT and TOWS be employed to formulate proper strategies?

2.6 Conclusion

In this chapter, extensive review is done from the past literature to identify different variables that are relevant for this study. Moreover, the different antecedents of satisfaction and behavioral intention are identified from the past literature. The antecedents particularly service quality, safety & security, destination image and accessibility and their causal relationship on satisfaction and behavioral intention are focussed while reviewing past literature extensively. Additionally, the thorough reviews of past studies are also done to highlight the issues and challenges that the homestays are facing. The research problems, research questions and research objectives are also comprehensibly depicted in this chapter.

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