

On the Dimensionality of Measuring Tourist Satisfaction Towards Homestay

Gangaram Biswakarma*

Abstract *This study focuses on measuring tourist satisfaction towards home stay. This paper emphasized to identify the variables that are related to tourist satisfaction during tourist homestay. It is also focused on analyzing the relationship and impact of these latent construct of factors to overall tourist satisfaction towards home stay. In an attempt to visualize the purpose, tourists' satisfaction in a homestay in Nepal has taken into as a case, with an aim to identify the underlying dimensions of tourist satisfaction during tourist homestay. Twenty six (26) manifest variables of homestay has been formulated to understand the dimensions. Likewise, for a conforming the latent construct (1) statement as dependent variable of overall satisfaction was developed for the purpose of the primary data collection. The manifest variables are basically focused on aspectsof home stay attributes namely cultural attraction, hospitality, amenities and safety & security at the homestay destination. Post Exploratory Factor Analysis indicates factor loading for twenty two (22) items manifest variables as significant, loaded with five (5) factors of homestay attributes named as Amenities & Safety, Reception, Local Cuisine & Accommodation, Local Life style & Costumes, and Cultural Performance. This study contributes to the development of survey instrument for exploring tourist satisfaction for Homestay for future researchers.*

Keywords: *Homestay, Tourist Satisfaction, Dimensions of Tourists Satisfaction, Factor Analysis, Nepal*

INTRODUCTION

Globally, travel & tourism contributes global economy with US\$7.6 trillion (2014), which equates to 9.8% of total economy GDP in 2014. 2.1 million new jobs were generated directly in this sector in 2014, and in total 6.1 million new jobs were created as a result of total direct, indirect and induced activity (WTTC, 2015a). To sustain the economic, social and other benefits from tourism sector is vital in a long run. One of the components of sustainability in this regard is to sustain the quality of the services and the satisfaction of the customers. So, the quality of the services and customer satisfaction can be resulted in increasing buying behaviour. Customer satisfaction is one of the most investigated topics in the tourism and hospitality industry due to its role in the survival and future of any tourism products and services (Gursoy, McCleary and Lepsito, 2003, 2007). Satisfaction can be considered as a central concept in understanding tourism behaviour (Rose & Iso-Ahola, 1991). Customer satisfaction has always been considered an essential objective in all market sectors, because it is assumed that

satisfied customers would repurchase the product/service and are more likely to develop product loyalty (Corte et. al, 2015). Therefore, various authors (Crompton, 1979; Schneider & Sonmez, 1999) suggest that since satisfaction is 'destination-determined' and formed by experiences, it is critically important for all travel destinations to investigate satisfaction levels (Andriotis, Agiomirgianakis and Mihioris, 2008). In doing so, researchers need a survey instrument for a better understanding of tourist satisfaction. Particularly, in homestay tourist satisfaction few literatures are dedicated to survey instrument development. As it is well known, tourist perception of the home stay attribute, satisfaction with their experience will definitely cause the propagation of positive gen to the potential visitors. These aspects are one of the more important issues on sustainability and success of this homestay destination. With the rise of visitor satisfaction levels, tourists will hopefully visit and participate in the Homestay Programmes in the future as they have had rewarding experiences during their visit (Tak, et al. 2007). An attempt has been made to have a better understanding of tourists' satisfaction towards homes stay and it's an underlying dimensions. This study

* Senior Assistant Professor, Apex College (Pokhara University), Kathmandu, Nepal. Email: drgrbsiwa@gmail.com

takes case of Nepal Homestay as a baseline to develop the survey instrument. In doing so, this paper is focused on the instrument development for measuring tourists' satisfaction towards homestay. Secondly, it is focused on analyzing the relationship and impact of these variables to overall tourist satisfaction towards homestay. It also aims to help tourism planners, homestay operators, marketers and researchers to get an understanding of this tourist perception towards home stay.

HOMESTAY IN NEPAL: A GIST

Likewise, it is one of the business sectors the most admired and adored in Nepal. It is felt more, when the country's economy is largely based on tourism industry. Tourism is one of the greatest assets to the country like Nepal. According to Nepal Tourism Statistics 2014, there were 797,616 and 790,118 numbers of tourist arrivals in the country in 2013 and 2014 respectively. The visitors towards Nepal as a tourist basically landed for holiday/pleasure, pilgrimage, trekking and mountaineering, official works, business, conferences/conventions and other specified or unspecified purposes. The direct contribution of Travel & Tourism to GDP was NPR 83.7bn (4.3% of total GDP) in 2014. Similarly, the total contribution to GDP was NPR 171.6bn (8.9% of GDP) in 2014 (WTTC, 2015b). Likewise, in 2014 Travel & Tourism directly supported 487,500 jobs (3.5% of total employment) and in total 7.5% of total employment (1,059,000 jobs) including jobs indirectly supported by the industry. In accordance with the tourism vision 2020, to expand the tourism activities to the grass roots at the level of rural sections of the country, Government of Nepal issued Homestay Operating Guidelines, 2011. According to the Nepal Tourism Board, there are more than 1000 homestays that have been running. However, there are 211 numbers of registered Homestay with 339 rooms and 631beds, including community and private own homestays in Nepal, according to Nepal Tourism Statistics 2014. To sustain with these tourism activities and benefit out of it, the satisfaction of tourist is one of the major components to concern with, yearn for something that can satisfy their expectations. Likewise, the homestay programmes in Nepal, especially in the rural areas need to be understand in terms of the tourist expectations, especially in terms of satisfaction of the tourists visiting those destinations. The issue of customer/ tourist satisfaction is not new but it is still not receiving the attention in homestay especially in Nepal.

OBJECTIVE OF THE STUDY

The main purpose of this study is **(i)** To develop an in-depth understanding of dimensions related to tourist satisfaction towards homestay tourism **(ii)** To develop an instrument

for investigate satisfaction of tourists towards the homestay industry.

Literature Review

Many studies have written on customer satisfaction in different perspectives. These literatures state that the customer satisfaction can depend on a series of elements that belong to the subjective sphere of the customer and to the objective quality of the product/service experienced.

Home stay Tourism

According to the Merriam Webster Dictionary, Homestay is a stay at a "residence by a traveler and especially by a visiting foreign student who is hosted by a local family". We can say, the homestay program is a tourism product. Lanier and Berman (1993) describe homestay venues as "private homes in which unused rooms are rented for the purpose of supplementing income and meeting people". While put forward the perspective of Nepal's government 'homestay working procedure 2067 B.S', that has defined homestay as "an accommodation where host provides foods, accommodation and other related services to their guest and operates it individually or in community groups" (MCTCA, 2010).

Tourist Satisfaction

Understanding what drives satisfaction for a tourist is one of the most relevant areas of research for the tourism industry (Petrick 2003; Prebensen, 2006 in Armario, undated). The literature concerning this subject is limited due to the several aspects defining this issue and the consequent lack of a holistic perspective (Corte et al., 2015). Bigne, Sanchez and Sanchez (2001) defined satisfaction as a reaction and the outcome of the choice made based on an individual's emotion and inner-being. On top of that, the reactions also refer to the focal point that is usually represented by an object that satisfies the users in a particular destination. Customer satisfaction is defined as a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/ or service (WTO, 1985). Satisfaction can be considered as a central concept in understanding tourism behaviour (Ross & Iso-Ahola, 1991). Customer satisfaction is often defined in the marketing literature as a customer's overall evaluation of his or her purchase and consumption experience of a good or service (Hui et al., 2007; Flint et al., 2011; Qi et al., 2012). Customer satisfaction is determined by "overall feelings, or attitudes, a person has about a product after it has been purchased" (Solomon, 1992). Satisfaction results from the

interaction of two factors in the individual--his aspiration or expectation level., and his perception of the outcome. Presumably, if the performance of a product is good as expected, the buyer will be satisfied; if performance is less than expected, the buyer will be dissatisfied. "(Engledow, 1977,; p. 88, Cited in Pizam, Neumann, & Reichel, 1978). Satisfaction reflects "a positive affective state resulting from a customer's cumulative appraisal of its provider relationship" (Lam et al., 2004).

Attributes of Tourist Satisfaction

General View: Researchers have identified many factors contributing to tourist satisfaction. Different researchers defined differently. In tourist satisfaction, the measurement becomes rather complex (Pizam, Neumann & Reichel, 1978). Assessing the level of tourist satisfaction implies considering multiple dimensions that facilitate the psychological process required to evaluate experience with a particular product of service (Peter & Olson, 1996). In the context of homestay directly there are few literatures. It is here discussed in overall view of tourism attributes and the tourist satisfaction in cultural & heritage tourism and few pinpointing directly to homestay. Tourist destinations, as settings comprising economic, socio cultural and environmental activities, have come to be understood as products on offer. These products consist of many sub-products, including accommodation, food and beverage purchases, excursions, shopping, participation in recreational & sport activities, entertainment and so forth (Pizam, Neumann, & Reichel (1978). Giese & Cote (2000) emphasized the need to specify satisfaction levels on the basis of the context in which it is evaluated. They identify three basic elements of context: response to an emotional judgement; a specific aspect of the service and a specific moment in time. The following factors of tourist satisfaction were derived by Pizam, Neumann & Reichel (1978), beach (*destination*) opportunities, cost, hospitality, eating and drinking facilities, accommodation facilities, environment, and extent of commercialization. According to Chi, C. G. et al., (2008), it includes attractions, lodging, dining, shopping, accessibility, activities and events and environment. According to Prayag, (2008), attributes like comfort facilities, safety & infrastructure, cultural attractions& shopping, tourist attractions & ambience and variety & accessibility affects tourist satisfaction. Truong & King (2009) emphasized on "The Five A's"- Attractions, Activities, Accessibility, Accommodation, and Amenity. Likewise, 6As model (Cooper et al., 1993; Della Corte, 2013) emphasized on access, attractions, accommodation, amenities, assemblage, ancillary services. In the study of Corte, et al. (2015), these are the inputs to understand the tourist satisfaction, Accommodation (Xia et al, 2009; Hui et al 2007; Ekinici et al., 2003; Kozak, 2001); Easy access through different modes of transportation

(Wan and Chan, 2011; 2013; Della Corte, 2013; Kozak and Rimmington 1998; Kozak, 2001; Vetter, 1985); Entertainment (Mikulić and Prebežac, 2011; Xia et al, 2009; Wan and Chan, 2013; Coghlan, 2011); Price and value (Yu and Goulden, 2006; Xia et al, 2009; Kozak, 2001); On stage information accessibility (Ortega and Rodríguez, 2007); Local transport (Xia et al, 2009; Thompson and Schofield, 2007; Kozak, 2001); Perceived security (Tasci and Boylu, 2010; Weiermair and Fuchs, 1999); Organization of cultural events (Chhabra et al., 2003; Kim et al., 2010; Kruger et al., 2013); Activities (Bowen and Schouten, 2008; Danaheer and Arweiler, 1996; Kozak 2001); Hospitable (local) people (Jenkins, 1999; Kozak, 2001; Yoon and Uysal, 2005); Cleanliness of the city (Xia et al, 2009; Merrilees et al., 2009; Alegre and Garau, 2010). Likewise, authenticity is the trustworthiness of the product. Authenticity reflects the culture of the region. The meaning of authenticity depends upon the individual view so the authenticity is always determined by the customer (Tarssanen, 2009). Other attributes such as the destination's natural environment, local culture and climate also affect tourist satisfaction (Pizam, Neumann and Reichel, 1978). Previous studies on tourist satisfaction indicate that there is no agreement on when to measure satisfaction (Kozak and Rimmington, 2000). Wide range of other context, like cultural trips (Ross & Iso-Ahola, 1991), certain aspects of the tourist programme (Heide et al., 1999), quality of services, safety aspects (NorlidaHanim, et al. 2011, John and Ron, 2000), infrastructure facilities (Yeong, et al. 2010), personal factors (Mutinda & Mayaka, 2012), food and beverages (Tak, et al. 2007), fastidiousness (NorlidaHanim, et al. 2011), tourist product, airport, host attitude, feelings of personal safety and security (Andriotis, Agiomirgianakis, & Mihiotis, 2008) and so on are extracts of various literatures.

Homestay View: The associations of the homestay such as private homes, host families who becomes public by sharing their culture to the guest, interaction between the host family and the guest are the significant aspects of the homestay which may be enough to distinguish homestay tourism from other forms of accommodation, such as those hotels resorts etc. where the hosts are the professional staffs (Lynch 2003). Some necessary components for home stay are educational opportunities, entertainment facilities, food availabilities, proper arrangement of accommodation and hospitality (Levitt, 1986). Home stay accommodation gives focus on traditional life style, local culture and customs to attract the tourists (Bhuiyan, Siwar and Ismail, 2013). Likewise, the culture attribute of a homestay destination, such as its history, institutions, customs, architectural features, cuisine, traditions, artwork, music, handicrafts, and dance, provide basic and powerful attractions to prospective visitors is emphasized in Murphy et al., (2000) & Truong & King (2009). The study of Talhah and Hashim (2012) on assessing destination's food image in homestay is significant attribute.

According to MCTCA, (2010) guest and very important is to keep transparent economic account, manage the standard of every homes, conserve the local heritage site and the cultures, organize the cultural program for the tourist, take care about safety and health of the tourist, Nepalese cuisine and many more.

Based upon a review of existing literatures, the framework of homestay attributes for the purpose of questionnaire designing with manifest variables was basically focused on four aspects. The aspects are cultural attraction, hospitality, amenities and safety & security at the homestay destination.

Research Methodology

Research Plan and Design: The study was a quantitative exploratory research to determine the dimension of tourists' satisfaction towards homestay. Likewise, to explore the specific relationship exist between these dimensions and overall Tourist Satisfaction. Data was collected from tourist listed Homestay situated at *Sirubari* village at *Syangja* district, southwest of *Pokharain* Nepal.

RESEARCH LOCATION

Sirubari Village Homestay – A Gist

Sirubari (*Syangja* District, west Nepal) and *Ghalegaon* (*Lamjung* District, north central Nepal) were the first two villages to implement the concept of community homestay which was a first effort to develop village tourism by the Government of Nepal. (Thapa 2010). So forth, sample homestay for this study was *Sirubari* village homestay. It is a pristine *Gurung* (a tribe) village in *Syangja* district of Nepal, southwest of Pokhara, is a short drive from Pokhara followed by a comfortable walk. *Sirubari* in conjunction with the Nepal Tourism Board was awarded the PATA Gold Award 2001 in Heritage and cultural-Heritage category. It is in recognition of its efforts to preserve the culture and heritage of Nepali rural life. It is a compact farming community village. It is the major tourist center for the Annapurna range. The real attraction for the visitors has always been the people and the culture. The homestay program remains throughout the year. However, the ideal time to visit is between September and June. *Sirubari* village Homestay tour is a model homestay tour package in Nepal. The houses are mostly built from local materials and are well constructed and comfortable. It is one of the famous packages in Nepal for the foreign travellers. *Sirubari* village Homestay is one of the best ways to explore local life of Nepalese.

Sample and Data Collection

The collection of data was scheduled from October 2014 to June 2015; keeping in view the ideal time to visit this place is between September and June. However, the data was collected between October 2014 to April' 2015, due to the massive earthquake hit Nepal on 25th April 2015. So, the data collection was stopped with a sample of 106 respondents in hand and utilized suitable 102 respondents for further data analysis. The questionnaire was distributed randomly to the local homestay in order to collect the data from their guest (tourist), later on the filled up questionnaire were collected in convenient time.

Data Collection Instrumentation: A self-designed instrument comprises of 26 (twenty six) manifest items based on a 5-point Likert-type scale was used. These twenty seven (26) manifest variables of homestay has been formulated to understand the dimensions of home stay attributes satisfaction. Likewise, for a conforming the latent construct 1 (one) statement as dependent variable of overall satisfaction was developed for the purpose. Van de Ven and Ferry (1980) that assessed satisfaction with the respondent's present position on a 5-point scale. While the internal consistency reliability of a single-item measures cannot be evaluated, research suggests such items are stable and reproducible and may reflect satisfaction more accurately than many facet measures (Scarpello & Campbell, 1983). The manifest variables are basically focused on aspects of home stay attributes namely cultural attraction, hospitality, amenities and safety & security at the homestay destination.

Data Analysis: Data collected through questionnaire was analyzed by using SPSS v22 and AMOS v22. Descriptive statistical tools and inferential statistical tools are used. The first step was taken for ensuring the data normality by calculating Kolmogorov-Smirnov Test, univariate statistics such as frequencies, means and standard deviations were also used. The second step was to undertake factor analyses. Before undertaking the factor analyses, the validity of the data was tested by using the Kaiser-Meyer-Olkin test of sampling adequacy and Bartlett's test of sphericity of overall statistical significance of the correlations among the observed variables. To test the reliability of the scale Cronbach α was calculated. To find the underlying constructs associated with tourists' satisfaction, the 26 items data was put on the factor analysis with Principal Component Analysis and rotated with Varimax with Kaiser Normalization. The new cluster of factors was put in analyzing, the correlation analysis and regression model that predicts Tourist Satisfaction on Home Stay. To determine the number of factors the criterion of eigenvalues greater than 1 was used. In the factor model, loadings of an absolute value of 0.500 or more were considered in order to load highly enough and because it was appropriate for the number of variables and sample size.

Normality of Data: Kolmogorov-Smirnov Test statistics is between 0.469 to 0.210 and Asymp. Sig. (2-tailed) is 0.001 for 27 questionnaire items.

Validity and Reliability: Cronbach's Alpha coefficient was calculated to identify the reliability of the instrument. Cronbach's Alpha was 0.928 for the 26 items in questionnaire before the factor analysis; similarly Cronbach's Alpha was 0.928 for the 22 items after factor analysis. While the internal consistency reliability of a single –item measures cannot be evaluated (single statement of dependent variable in this study), research suggests such items are stable and reproducible and may reflect satisfaction more accurately than many facet measures (Scarpello & Campbell, 1983).

Table 1 : Reliability Statistics before and After Factor Analysis

Cronbach's Alpha	N of Items
.908 (before)	26 (before)
.928 (after)	22 (after)

RESULTS

Respondents' Characteristics

The respondents' profile includes age, gender, marital status, annual income, country of origin and travel behaviour. Majority of the respondents represented 25-35 years of age representing 38.2% (n=39), 22.5% (n=23) respondents in 45-

55 years of age group, 15.7 % (n=16) respondents represent age group of 35-45 years. Similarly, age group of 55-65 and 65-75 years represented the least share of 11.8 % (n=12) respondents each group. The mean age of the respondents was 44.09 years (SD=14.282) with minimum of 25 years and maximum of 73 years. According to respondents' gender, there is almost equal distribution, 47.1% (n=48) accounted for male and 52.9% (n=54) for female. Out of total respondents, married respondents are 62.7% (n=64), unmarried respondents are 31.4% (n=32), divorced are 3.9% (n=4) and widowed accounted for 2% (n=2). Majority of the respondents falls within the income level of Less than \$20000 with 45.1 % (n=46), \$20000 to \$40000 with 35.29% (n=36), \$40000 and above with 19.6% (n=20) and less than \$20000 with only 15.7% (n=16) of respondents. Likewise, respondents' country of origin has diversities, the country of origins were United Kingdom 8.82% (n=9), Belgium 8.82% (n=9), Japan 7.84% (n=8), Singapore 11.76% (n=12), India 9.8% (n=10), Italy 5.88% (n=6), Germany 5.88% (n=6), 41.18% 42 nos. of tourists are domestic origin.

Respondents' homestay travel behavior

In terms of homestay travel behaviour of respondents, 93.1% (n=95) respondent were first timers, where as 2.9% (n=3) were second timers and 3.9% (n=4) are the third timers to homestay in Nepal. These respondents also visited Kathmandu homestay as well as Sirubari in previous visits.

Table 2: Demographic Characteristics of the Respondents

Age											
			N	Minimum	Maximum	Mean	SD				
Age of the Respondent			102	25	73	44.09	14.282				
Age Group				Marital Status				Country of Origin			
Age Group	N	%		Marital Status		N		%	Country	N	%
25 - 35 years	39	38.2		Married		64		62.7	Belgium	9	8.82
35 - 45 years	16	15.7		Unmarried		32		31.4	Germany	6	5.88
45 - 55 years	23	22.5		Divorced		4		3.9	India	10	9.80
55 - 65 years	12	11.8		Widowed		2		2	Italy	6	5.88
65 - 75 years	12	11.8		Total		102		100	Japan	8	7.84
Total	102	100		Income					Singapore	12	11.76
Gender				Income Level		N		%	United Kingdom		9
Gender	N	%	Less than \$20000		46	45.1	Domestic		42	41.18	
Male	48	47.1	\$20000 to \$40000		36	35.29	Total	102	100		
Female	54	52.9	\$40000 and above		20	19.6					
Total	102	100	Total		102	100					

Source: Survey, 2014-15

Table 3 : Respondents Homestay's Travel Behavior

First timer for home stay in Nepal			Previous visit for home stay in Nepal			Previous destination visited for Homestay		
First timer	N	%	Times	N	%	Destination	N	%
Yes	95	93.1	Once	3	2.9	Kathmandu	5	4.9
No	7	6.9	Twice	4	3.9	Sirubari	2	2
Total	102	100	Total	6	6.9	Total	7	6.9

Source: Survey, 2014-15

Overall Responses

Table no. 4 presents the results in relation to the responses of all 23 satisfaction statements in descending order. The 23 statements consist of 22 statements for independent variables and 1 statement for dependent variable. In Table no. 1, Sl. No 1 to 22 represents independent variables and 23rd statement represents dependent variable. In the present

scenario, the highest satisfaction was expressed for the statement regarding authentic presentation of culture by the host. On the other hand, the statement regarding fire safety at home stay was expressed in lowest satisfaction. While, speaking overall tourists' satisfaction in the sample held a higher overall satisfaction from their homestay in Nepal.

Dimensions of Tourists' Satisfaction

Table 4: Descriptive Statistics of the Overall Responses on Opinion Statements of Satisfaction Statements

Sl. No.	Opinion statement	Mean	SD
1	I enjoyed authentically presented culture by the host community/family during my homestay	4.73	0.548
2	I enjoyed the cultural programs (traditional dance and songs) during my homestay.	4.4	0.748
3	I enjoyed the local costumes during my stay.	4.34	0.517
4	I enjoyed the local lifestyle during my stay.	4.04	0.82
5	I enjoyed excellent and unforgettable services provided by the host community/family during my homestay.	4.04	0.702
6	I enjoyed warm, friendly and generous gesture from the host community/family during my homestay.	3.99	0.621
7	I received full attention from the host community/family during my homestay.	3.91	0.662
8	Accommodation provided was comfortable with clean toilet facilities during my homestay.	3.91	0.615
9	I enjoyed local cuisine (food and drink) during my home stay	3.89	0.688
10	The host community/family is proactive towards solving any problem arises during my homestay.	3.55	0.74
11	I enjoyed the other cultural events during my homestay.	3.4	0.693
12	Local tours and excursion are worth experience during my homestay.	3.4	1.261
13	Provision for nightlife entertainment was good during my homestay.	3.24	1.17
14	Accommodation provided was clean and hygienic	3.13	0.655
15	Provision of accessibility and communication was good at the destination.	2.86	0.745
16	I felt personally safe at the homestay.	2.7	1.106
17	Provision of safe deposit boxes are good to safe guard my valuable belongings at homestay.	2.59	1.056
18	I have found tourists information very informative during my homestay.	2.12	0.988
19	Provision of first-aid kits are good at home stay	2.07	0.774
20	I enjoyed shopping local souvenir during my homestay.	2.04	0.9
21	Provision of emergency services linked with primary health care is good at homestay.	2.02	0.867
22	Provision of fire safety are good at home stay	1.95	0.813
23	I am overall satisfied with the homestay at the destination.	4.26	0.744
N= 102			

Source: Survey, 2014-15

towards Homestay Attributes: Exploratory Factor Analysis

Homestays are considered a form of tourism that concentrated to view culture, lifestyle closely to host destination. So forth, a 26 attributes questionnaire items based 5-point Likert-type scale was used for the collection of perception of tourists. This includes the broad manifest variables of cultural attraction, hospitality, amenities and safety & security at the homestay destination. However, factor analysis with Principal Component Analysis, component rotated with Varimax with Kaiser Normalization, gives manifest 22 variables into 5 new factors. Table 5, output presents figures relating to the test for sampling adequacy (KMO) and the Bartlett's test of sphericity. KMO statistics was 0.754, which suggests that a factor analysis can be performed with a data set of the number of observations and the variables. Likewise, the Bartlett's test of sphericity suggests that, with the overall statistical significance of the correlations among the observed variables, we can perform factor analysis. The Chi-square value (1831.818, 231) is statistically significant at ($p=0.001$).

Table 5, summarizes the communalities for all the variables used in the analysis. All the factor opinion statements are extracted with principal Component Analysis method. The extracted communalities are all less than the initial value. The total variance explained by the different factors opinions shows all the factors extractable from the analysis along with their eigenvalues (9.244, 2.244, 1.958, 1.402, and 1.363 for factors 1st, 2nd, 3rd, 4th and 5th respectively). The total variance is explained by the five factors, the first factor account for 42.017%, second for 10.198%, third for 8.889%, forth for 1.402 % and fifth for 1.363%. Using Eigenvalues cut-off of 1.0, there were 5 factors that explain cumulative variance of 73.681%. All the remaining factors are not significant. Likewise, the factor loadings after rotation using a significant factor criterion of cut-off less than value of 0.5, the rotated component matrix showed the factor loading and each variable loaded strongly on five factors. Each of the factors has been named as *Amenities & Safety*, *Reception*, *Local Cuisine & Accommodation*, *Local Life style & Costumes*, and *Cultural Performance*. Detail EFA is placed at table 5.

Furthermore, the descriptive and inferential analysis is based on these classifications of independent variables/factors

Table 5: Factor Analysis: Principal Component Analysis, Varimax component rotation

Sl. No.	Opinion Statements (Key words only)	Factor Loading	Communalities (h2)
Factor 1: Amenities & Safety			
Q1	Provision of accessibility	0.566	0.668
Q2	Local tours and excursion	0.802	0.749
Q3	Provision for nightlife entertainment	0.62	0.592
Q4	Shopping local souvenir	0.577	0.586
Q5	Tourists information	0.701	0.854
Q6	Provision of emergency primary healthcare	0.914	0.913
Q7	Provision of safe deposit boxes	0.843	0.856
Q8	Provision of fire safety	0.82	0.775
Q9	Provision of first-aid kits	0.856	0.802
Q10	Personal safety	0.746	0.705
Eigenvalues	9.244		
Percentage of Variance	42.017		
Cumulative Percentage	42.017		
Cronbach's Alpha	0.936 (n=10)		
Factor 2: Reception			
Q11	Excellent and unforgettable services	0.764	0.784
Q12	Warm, friendly and generous gesture	0.743	0.696
Q13	Proactive towards solving any problem	0.646	0.726
Q14	Full attention by host	0.821	0.751
Eigenvalues	2.244		
Percentage of Variance	10.198		

Cumulative Percentage	52.215		
Cronbach's Alpha	0.812 (n=4)		
Factor 3: Local Cuisine & Accommodation			
Q15	Accommodation cleanliness and hygiene	0.695	0.709
Q16	Accommodation comfortable with clean toilet facilities	0.577	0.664
Q17	Local cuisine (food and drink)	0.776	0.723
Eigenvalues	1.958		
Percentage of Variance	8.899		
Cumulative Percentage	61.114		
Cronbach's Alpha	0.613 (n=3)		
Factor 4: Local Life Style & Costumes			
Q18	Local lifestyle	0.795	0.799
Q19	Local costumes	0.598	0.83
Eigenvalues	1.402		
Percentage of Variance	6.371		
Cumulative Percentage	67.485		
Cronbach's Alpha	0.8 (n=2)		
Factor 5: Cultural Performance			
Q20	Cultural programs (traditional dance and songs)	0.779	0.808
Q21	Other cultural events	0.815	0.671
Q22	Authentically presented culture	0.704	0.549
Eigenvalues	1.363		
Percentage of Variance	6.196		
Cumulative Percentage	73.681		
Cronbach's Alpha	0.54 (n=3)		
Kaiser-Meyer-Olkin (KMO) = 0.754			
Bartlett's Test of Sphericity (Approx. Chi-Square=1831.818, df=231, p=0.001)			
Extraction Method: Principal Component Analysis, 5 components extracted. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations.			

Source: Survey, 2014-15

towards understanding of their relationship and impact on tourist satisfaction towards Home Stay.

Factor Summary and Interpretation

Factor 1: The first factor resulted out of the EFA is named as “Amenities and Safety”. This factor includes the manifest variables such as provision of accessibility, possible local tours and excursion, provision for nightlife entertainment, stock of local souvenir to buy, available information for tourist and emergency primary healthcare focuses towards the local facilities. Likewise, this factor also content variable like fire safety, first-aids kits, feeling of personal safety and safe deposits focuses towards safe and security at the homestay destination.

Factor 2: The second factor resulted out of the EFA is named as “Reception”. This factor is composed of the manifest

variables such as service quality, host behaviour, attention given to guest and problem solving pro-activeness of host towards the guest.

Factor 3: The third factor resulted out of the EFA is named as “Local Cuisine & Accommodation”. This factor includes the manifest variables focus on quality of food and accommodation at the homestay destination.

Factor 4: The forth factor resulted out of the EFA is named as “Local Life style & Costumes”. This factor includes the manifest variables focuses on local rural living style as well as the local costumes and satisfactorily perceived by the guest.

Factor 5: The fifth factor resulted out of the EFA is named as “Cultural performance”. This factor includes the manifest variables focuses on the authentic presentation of cultural aspects for the guest.

RELATIONSHIP BETWEEN HOMESTAY ATTRIBUTES/FACTORS AND TOURISTS' SATISFACTION

Correlation Analysis

As discussed earlier, the factor loading resulted in 5 factors. Based on the factors the correlation analysis has been embarked. The analysis continued with correlation analysis with the aim of testing null hypothesis of this research study. The five hypotheses according to the 5 factors were formulated in juxtaposition with the pre-factor analysis formulated hypothesis. The results of the correlation analysis are presented in Table 6. It indicates there is a correlation between the five factors of homestay attributes and overall tourist satisfaction towards homestay.

The correlation coefficient of five factors (independent variables) viz., *Amenities & Safety*, *Reception*, *Local Cuisine & Accommodation*, *Local Life style & Costumes*, and *Cultural Performance*, with the dependent variable *overall tourist satisfaction towards homestay* were strong correlation of $r=0.586$ ($p<0.01$), strong correlation of $r=0.657$ ($p<0.01$), strong correlation of $r=0.529$ ($p<0.01$), moderate-to-strong correlation of $r=0.433$ ($p>0.05$) and moderate correlation of $r=0.319$ ($p>0.05$) respectively.

Impact of Homestay attributes/factors towards Tourists' Satisfaction towards homestay

Regression Analysis

Table 7 summarizes the explanatory power of the model. R^2 and adjusted R^2 values are reported in the table, it may be seen that R^2 is 0.645 and adjusted R^2 is 0.621. It suggests that there is a good degree of explanatory power in the model. It means that the variation in the dependent variables is explained to the extent of 64% that is supposed to be a good explanatory power. It also summarizes the analysis of variance and an F-test. In the reported output, it is observed that the value of F is statistically significant, this means that there is a fair degree of association between

dependent and independent variables used in model. Often, we can say it is a confirmatory statistics for the explanatory power, that is, R^2 . The result also summarizes the values of unstandardized coefficients with which the estimated equation could be written. The data is used is as follows (see table 7): Dependent variable "Y=Overall Tourists' Satisfaction towards Homestay" and Independent variables: X_1 =Amenities and Safety, X_2 =Reception, X_3 =Local Cuisine and Accommodation, X_4 =Local Life style Costumes, X_5 =Cultural Performance. Using the values of unstandardized coefficients, we can write the estimated equation as follows: *Model Equation: $Y=0.063+0.224*X_1+0.632*X_2+0.201*X_3+0.096*X_4+0.024*X_5+e_i$*

Likewise, t -value of the coefficient and their significance levels are reported in table. It may be observed that the t -values of three variables Amenities & Safety, Reception, Local Cuisine & Accommodation are statistically significant. This suggests that these three variables have a bearing on explaining the variability of tourist satisfaction. One of the interesting finding may be mentioned here, the significance value of the variables Local Life style Costumes and Cultural Performance is greater than our benchmark and hence its relationship with overall satisfaction is statistically insignificant. However, the both components are importantly correlated in moderate to strong in correlational analysis, hence; it is considered in the equation with 9% and 2% variance in dependent variable, keeping other variables constant. The Amos Output of the model can be seen at figure no.1.

DISCUSSIONS AND CONCLUSION

It is critically important to recognize the tourists' perceived satisfaction of tourism products and services. Since, it affects the individual's subjective perception and consequent behavior and destination choice. It is important to understand phenomenon and gaining feedback from tourist for sustainability of tourism activities in certain destination. As it is mentioned earlier, it helps to a wide range of stakeholder to maintain their stands on contribution on tourism activities, so like to homestay in Nepal.

Table 6: Correlation of Homestay Attributes and Overall Tourist Satisfaction Towards Homestay

		Amenities & Safety	Reception	Local Cuisine & Accommodation	Local Lifestyle & Costumes	Cultural Performance
Overall satisfaction with the homestay	r	.586**	.657**	.529**	.433**	.319**
	p	.001	.001	.001	.001	.001

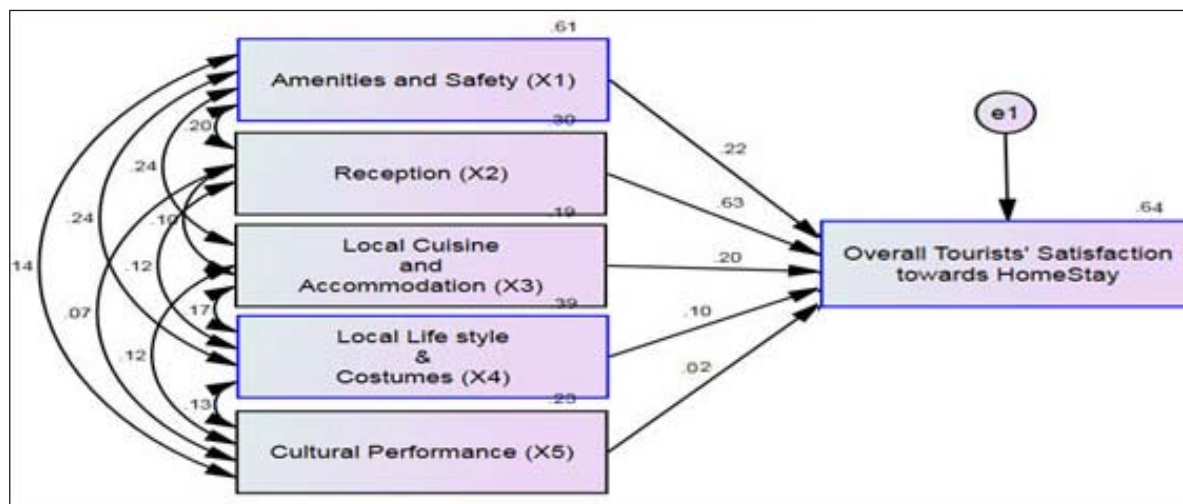
**Correlation is significant at the 0.01 level (2-tailed). (N=102)

Table 7: SPSS Output of Regression Analysis: R2 of Model, ANOVA and Regression Coefficient

Model			Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
			B	Std. Error			Tolerance	VIF
(Constant)			.063	.589	.107	.915		
Amenities and Safety (X1)			.224	.096	2.347	.021	.470	2.13
Reception (X2)			.632	.108	5.829	.000	.748	1.33
Local Cuisine and Accommodation (X3)			.201	.194	1.037	.032	.356	2.10
Local Life style Costumes (X4)			.096	.107	.905	.368	.591	1.69
Cultural Performance (X5)			.024	.130	.105	.917	.669	1.49
R	R Square	Adjusted R Square	Std. Error of the Estimate			F	Sig.	
.738a	.645	.621	.515			22.958	.001	

Dependent Variable: I am overall satisfied with the homestay at the destination (Y).

Independent Variable: Amenities & Safety (X1), Reception (X2), Local Cuisine & Accommodation (X3), Local Life style & Costumes (X4), Cultural Performance (X5)

Figure 1: Amos output on Regression model.

From this study it was evident that 5 (five) readily identifiable factors are viewed after Exploratory Factor Analysis. These latent factors are *Amenities & Safety*, *Reception*, *Local Cuisine & Accommodation*, *Local Life style & Costumes*, and *Cultural Performance* with 22 construct items with respect to their satisfaction toward homestay. Towards dependent variables 1 (one) opinion statement for overall satisfaction was kept for this purpose. The total variance explained by the five factors accounts for 73.681% towards overall tourists' satisfaction towards homestay. Likewise, correlation of 5 (five) independent variables with the dependent variable was strong correlation. It is worth to look and give emphasizes equally towards these attributes to have a sustainable higher level of tourist satisfaction. Similarly, out of the five factors, Reception has greater of all impact on

tourist satisfaction. Thereafter, Amenities and Safety, Local Cuisine & Accommodation, Local Life style & Costumes and Cultural Performance has significant impact on tourist satisfaction.

In conclusion, it is important that identifying segments of tourists by their responses may bring host and other stakeholder closer to the evaluation of tourists' satisfaction levels. This dimensional structure will help wide range of stakeholder to explore the dimensions of homestays tourists' satisfaction. It will help them to prepare for sustainability of the homestay for longer period of time. It will also help them to design their future marketing and quality improvement strategies. This need timely act and developing successful strategies is utmost crucial. Continuous research on customer needs and requirement should also be emphasized

with utilization of techniques of service improvement and ensuring service performance comparatively with standards established.

Suggestions for Future Research

For the refinement of the measure, validation in separate studies needs to be undertaken. It is worth to put the measurement construct in different setting of homestay tourism in basically underdeveloped or underdeveloped countries. The data in different setting may put on Confirmatory factor analyses to support this 5-factor structure to the measure the overall tourists' satisfaction towards homestay, with Amenities & Safety, Reception, Local Cuisine & Accommodation, Local Life style & Costumes, and Cultural Performance with 22 construction items as distinct dimensions.

ACKNOWLEDGEMENT

Author would like to thank Mr. Keshab Raj Aryal for assistance in collection of data from the field.

Note: Write to drgrbiswa@gmail.com for detail questionnaire if interested and share the findings for verification of the instrument.

REFERENCES

- Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Annals of Tourism Research*, 1, 52-73.
- Andriotis, K., Agiomirgianakis, G., & Mihiotis, A. (2008). Measuring tourist satisfaction: A factor-cluster segmentation approach. *Journal of Vacation Marketing*, 14(3), 221-235.
- Armario, E. M. (undated). *Tourist satisfaction: An analysis of its antecedents*, 367-82.
- Bhuiyan, A. H., Siwar, C., & Ismail, S. M. (2013). Socio-economic Impacts of Home Stay Accommodations in Malaysia: A Study on Home Stay Operators in Terengganu State. *Asian Social Science*, 9(3).
- Bigne, J. E., Sanchez M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behavior: Inter relationship. *Tourism management*, Vol. 22, No. 6.
- Bowen, D., & Schouten, A. F. (2008). Tourist satisfaction and beyond: tourist migrants in Mallorca. *International Journal of Tourism Research*, 10, 141-153.
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of tourism research*, 30, 702-719.
- Chi, C., Qing, G., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Journal of Tourism Management*, 29, 624-636.
- Coghlan, A. (2011). Linking natural resource management to tourist satisfaction: a study of Australia's Great Barrier reef. *Journal of Sustainable Tourism*, 20, 41-58.
- Corte, D. (2013). Imprese e sistematuristici: il management. IIE dizione. Milano: Egea, 2013.
- Corte, V. D., Sciarelli, M., Cascella, C., & Gaudio, G. D. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples. *Journal of Investment and Management*, 4(1), 39-50.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6, 408-424.
- Danaher, P. J., & Arweiler, N. (1996). Customer satisfaction in the tourist industry. A case study of visitors to New Zealand. *Journal of Travel Research*, 35, 89-93.
- Ekinci, Y., Prokopaki, P., & Cobanoglu, C. (2003). Service quality in Cretan accommodations: marketing strategies for the UK holiday market," in *International Journal of Hospitality Management*, 22, 47-66.
- Flint, D. J., Blocker, P. J., & Boutin Jr. (2011). Customer value anticipation, customer satisfaction and loyalty: An empirical examination. In *Industrial Marketing Management*, 40, 219-230.
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*.
- Gountas, J., & Gountas, S. (2007). Personally orientations, emotional states, customer satisfaction and intention to repurchased. *Journal of Business Research*, 60, 72-75.
- Govt. of Nepal. (2011). Homestay Operating Guidelines, 2011.
- Govt. of Nepal. (2015). Nepal tourism statistics 2014. Ministry of Culture, Tourism & Civil Aviation, Kathmandu.
- Gursoy, D., McCleary, K. W., & Lepsito, L. R. (2007). "Propensity to complain: affects of personality and behavioral factors. *Journal of Hospitality & Tourism Research*, 31(3), 358-386.
- Gursoy, D., McCleary, K. W., & Lepsito, L. R. (2003). Segmenting dissatisfied restaurant customers based on their complaining response styles. *Journal of Food Service Business Research*, 6(1), 25-44.
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1, 1-15.
- Kim, J. H. & Chen, J. S. (2010). The effects of situational and personal characteristics on consumer complaint behavior in restaurant services. *Journal of Travel & Tourism Marketing*, 27, 96-112.

- Kozak, K., & Rimmington, M. (2000). Tourist satisfaction with Mallorca Spain, as an off-season holiday destination. *Journal of Travel Research*, 38, 260-269.
- Kozak, M. (2001). Repeaters' behaviour at two distinct destination. *Annals of Tourism Research*, 28, 784-807.
- Kozak, M., & Rimmington, M. (1998). Benchmarking: destination attractiveness and small hospitality business performance. *International Journal of Contemporary Hospitality Management*, 10, 184-188.
- Kruger, S., Rootenberg, C., & Ellis, C. S. (2013). Examining the influence of the wine festival experience on tourists' quality of life," in Social indicators research, 111, 435-452.
- Kunjuraman, V., & Hussin, R. (2013). Satisfaction of domestic tourists with the homestay programme in Mesilou Village, Kundasang, Sabah. Paper presented at 3rd Regional Conference on Tourism Research 2013(RCTR2013). Bayview Hotel, Langkawi, Malaysia. Oct 29-31, 2013. pp. 18-27.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context. *Journal of the Academy of Marketing Science*, 32, 293-311.
- Levitt, T. (1986). *The marketing imagination* (1st ed.). Free Press, New York.
- Lynch, P. (2003). Resource guide: Homestay accommodation sector. *LTSN Hospitality, Leisure, Sport and Tourism*, 1.
- MCTCA, (2010). Homestay working procedure 2067. Ministry of Culture, Tourism and Civil Aviation, Kathmandu.
- Merriam-Webster Dictionary. (2013). Retrieved from <http://www.merriam-webster.com/dictionary/homestay>.
- Merrilees, B., Miller, D., & Herington, C. (2009). Antecedents of residents' city brand attitudes. *Journal of Business Research*, 62, 362-367.
- Mikulic, J., & Prebežac, D. (2011). Evaluating hotel animation programs at Mediterranean sun-and-sea resorts: An impact-asymmetry analysis. *Tourism Management*, 32, 688-696.
- Miller, J. (1997). Cultural tourism worthy of note. *Journal of Hotel & Motel Management*, 12(15), 7-17.
- Moutinho, L. (1987). Consumer behavior in tourism. *European Journal of Marketing*, 21(10), 1-44.
- Murphy, P., Mark, P., & Smith, P. B. (2000). The destination product and its impact on traveler perceptions. *Tourism Management*, 21, 43-52.
- Nield, K., Kozak, M., & LeGrys, G. (2000). The role of food service in tourist satisfaction," in *International Journal of Hospitality Management*, 19, 375-384.
- Ortega, E., & Rodriguez, B. (2007). Information at tourism destinations. Importance and cross-cultural differences between international and domestic tourists. *Journal of Business Research*, 60, 146-152.
- Parasuraman, A., Zeithaml V. A., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.
- Peter, J. P., & Olson, J. C. (1996). *Consumer behavior and marketing strategy* (4th ed.) Chicago: Irwin.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314-322.
- Prayag, G. (2008). Image, satisfaction and loyalty-The case of Cape Town. *Anatolia: An Journal of Tourism and Hospitality Research*, 19(2), 205-224.
- Qi, J. Y., Zhou, J. P., Chen, W. J., & Qu, Q. X. (2012). Are customer satisfaction and customer loyalty drivers of customer lifetime value in mobile data services: A comparative cross-country study. In *Information Technology and Management*, 13, 281-296.
- Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18, 226-237.
- Schneider, I., & Sonmez, S. (1999). Exploring the touristic image of Jordan. *Tourism Management*, 20, 539-542.
- Smith, M. K. (2003). *Issues in cultural tourism studies*, Routledge, London
- Solomon, M. R. (1992). *Consumer behavior*. Singapore Prentice-Hall, 1992.
- Hui, T. K., Wan, D., & Ho. A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism management*, 28, 965-975.
- Talhah., H.F. & Hashim., R. (2012). *Homestay destination: Assessing destination's food image, tourists' satisfaction and tourist's revisit intention*. Current Issues in Hospitality and Tourism, Research and Innovations.
- Tarssanen, S. (2009). *Handbook for experience staggers* (5th ed.). Rovaniemi. LEO, Lapland Center of Expertise for the Experience Industry.
- Tasci, A. D., & Boylu, Y. (2010). Cultural comparison of tourists' safety perception in relation to trip satisfaction. *International Journal of Tourism Research*, 12, 179-192.
- Thompson, K., & Schofield, P. (2007). An investigation of the relationship between public transport performance and destination satisfaction. *Journal of Transport Geography*, 15, 136-144.

- Truong, T. H., & King B., (2009). An evaluation of satisfaction levels among Chinese tourists in Vietnam. *International Journal of Tourism Research*, 11(6), 521-535.
- Vetter, F. (1985). "Critères de definition du tourisme des grandesmétropoles," in F. Vetter (Ed.), *Big City Tourism*, Berlin: Dietrich Reimer Verlag.
- Wan, Y. K. P., & Chan, S. H. J. (2013). Factors that affect the levels of tourists' satisfaction and loyalty towards food festivals: A case study of Macau. *International Journal of Tourism Research*, 15, 226-240.
- WTO (1985). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing and reporting customer satisfaction measurement programs*. ASQ Quality Press.
- WTTC. (2015a). *Economic impact of travel & tourism' 2015*. World Travel and Tourism Council, London
- WTTC. (2015b). *Travel & tourism, economic impact 2015 Nepal*, World Travel and Tourism Council, London
- Xia, W. Jie, Z., G. Chaolin, Z. Feng. (2009). Examining antecedents and consequences of tourist satisfaction: A structural modeling approach. *Tsinghua Science and Technology*, 14, 397-406.
- Yoon, Y. &Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, Vol. 26, pp. 45-56.
- Yu, L. L., & Goulden, M. (2006). A comparative analysis of international tourists' satisfaction in Mongolia. *Tourism Management*, 27, 1331-1342.