

Original Article

Rural Sustainable Homestay Tourism as a Driving Factor of Tourist's Satisfaction: A case study of Kalabang Gharedi, Nepal

Dinesh Karki ^{1*}

1. Department of History and Culture, Tribhuvan University, Pokhara, Nepal.

* Correspondence: dinyash.carkey@gmail.com

Abstract: Tourism is one of the most important sectors in terms of both employment and money generation is the smokeless industry, which dates back to the time of hunting and gathering and has evolved into the current tourism industry. The government of Nepal has decided to prioritize homestay tourism as a means of fostering sustainable tourism growth in the country. Kalabang is one of the most well-known places for homestay tourism due to its exceptional natural beauty and rich cultural heritage. This has been a crucial factor in Nepal's ability to attract tourists from other countries for the purpose of rural tourism. This study is investigated the homestays tourism in Kalabang Gharedi, as a Driving Factor of Tourist's Satisfaction in Kalabang Gharedi, Nepal because the significant role that tourism plays in the process of nation-building. Study reviewed that polite conversation, friendly and family environment are the salient features of homestay. Nepal government has focused on homestay tourism as form of sustainable tourism development because homestay tourism is the main ingredient to reduce the rural poverty, it integrates all activities of tourism such as trekking cultural tourism, agro- tourism and eco-tourism. Tourism in Nepal is largely centered on metropolitan regions, however rural places with distinct culture, tradition, and ethnicity provide unlimited possibilities. Mountaineering, rock climbing, trekking, jungle safari, bungee leap, ultra-light flight, mountain flight, zip flyer, and other adventure tourist activities are popular in rural Nepal. It is a good source for earning foreign currency working on their own village or even in their own home. Thousands of domestic and foreign tourists visit annually. Most homestay men oversee and take responsibilities, but women also help them. Male homestay hosts work abroad or are veterans. They seem happy with their personality growth, social networking change in lifestyle, and inventive business time use. Some homestay operators are totally dependent on the company, while most use it as a side gig while working in other fields like agriculture.

Keywords: homestay tourism, tourist's satisfaction, Nepal

1. INTRODUCTION

It is possible to trace the origins of tourism back to the beginning of human history, since the beginning of human civilization, people have traveled from one location to another for a variety of reasons, including the need for food, shelter, recreation, business, the pursuit of knowledge, religious purposes, and other reasons [1]. Tourism is one of the most important sectors in terms of both employment and money generation is the smokeless industry, which dates back to the time of hunting and gathering and has evolved into the current tourism industry [2]. It is the tourism industry that thrives in Nepal's lush countryside. The main attractions for tourists are the snow-capped mountains, lakes, rivers, glaciers, flora and fauna, various ethnic groups and the cultural diversity they exhibit, scenic places, green forests, caves, hills, plain land, terraces, and historical monuments [3].

These attractions are what make Nepal an exotic tourist destination for both domestic and international tourists. Nepal possesses a cultural heritage that is both authentic and dynamic, as well as stunning natural resources and the highest mountains in the world. There are around 125 different ethnic groups, 123 different languages spoken, and a wide range of lifestyles and traditions throughout the country [4]. In the 1950s, Nepalese tourism began to flourish with adventure tourism, such as mountaineering and trekking. Since then, Nepalese tourism has gradually diversified into many different types of tourism activities, including holiday activities, ecotourism, village tourism, and pro-poor tourism. Homestays have recently emerged as a significant tourist attraction in Nepal during the village tourism season. Homestays are a relatively new concept in the Nepalese tourism sector; yet, they have been performed for centuries in the traditional manner [5]. This is because we adhere to the philosophy of "Atithi Devo Bhava," which translates to "the guest is treated like god." This is a location where we provide travelers with both food and lodging as a complementary service. In today's society, it has emerged as a commercial phenomenon, the practice of allowing guests to remain at the home of a local in exchange for monetary compensation is a well-known kind of hospitality and lodging. The duration of the stay might range from one night to more than a year, and it may be supplied at no cost in exchange for monetary recompense [6]. A homestay tourist is a person who stays at someone's house for a short length of time and pays to stay there. The term "homestay tourism" refers to the service that is associated with this type of visitor. The term "community homestay" refers to the phenomenon in which the community itself manages and operates the homestay. Homestays in Nepal provide visitors with the opportunity to gain a one-of-a-kind local experience of rural lifestyles, the distinct culture and traditions of various ethnic groups, the stunning splendor of nature, historical places, and cultural sites [7]. Captain Rudraman Gurung established the first homestay village in Nepal in the year 2054 B.S in the Syangja District of Nepal and it is considered to be the first homestay village in the history of homestay tourism in Nepal. In a homestay, the most notable characteristics include polite discourse, a welcoming atmosphere, and a family-like atmosphere. The government of Nepal has decided to prioritize homestay tourism as a means of fostering sustainable tourism growth in the country. In 2067, on April 3, B.S., the government of Nepal recognized the Homestay Working Procedure 2067 in order to provide the local population with the option to engage in self-employment and to raise their income, both of which have the potential to alter their financial situation [8]. The government of Nepal recently chose one hundred and ninety homestay villages to get one million Nepalese rupees. These villages are located in eleven districts of the Gandaki Province. In order to alleviate poverty in rural areas, homestay tourism is the most important component [9]. It incorporates all aspects of tourism, including ecotourism, agrotourism, cultural tourism, and trekking, among others. It is a good source for earning foreign currency by working in their own village or even in their own home, for those who are interested [10]. After taking into consideration the significant role that tourism plays in the process of nation-building, the purpose of this study is to investigate the history of homestays in Kalabang Gharedi, as a Driving Factor of Tourist's Satisfaction in Kalabang Gharedi, Nepal.

2. EVOLUTION OF HOMESTAY TOURISM IN GLOBAL CONTEXT

Homestay involves commercializing one's house for profit, homestays fall between the intimate setting of a friend or family member's house and the commercial, casual environs of hotels and other conventional lodging facilities [11]. The homestay offers clean, pleasant, and affordable lodging and meals to entice travelers from posh and crowded urban areas to a rural place with beautiful natural surroundings. Thus, homestay gives guests a unique local experience and host family relationships. It allows tourists to explore new and unexplored areas, helping the government promote tourism and providing alternative income to rural people. Iron Age (1200-550 BC) Celt civilization in central Europe gave rise to modern homestay tourism [12]. They fed, drank, housed, and entertained strangers who

knocked. Even though they had to defend their guests, Celtic hosts could not assault them. They thought God is everywhere and may appear as strangers. Thus, modern homestay tourism began there [13]. The ancient Greeks and Romans frequently hosted guests as a religious practice or to honor Jupiter, the god of gods. With the fall of the Roman empire (476 AD), highways became insecure, thus people started traveling small distances, few travelled for pleasure, and religious tourists increased. Hospitality and religion interacted again between 768 and 814 AD under Charles the Great [14]. They gave travelers free food and lodging for three nights since they considered guests god's friends. Middle Easterners also practiced religious hospitality. Travelers received warm welcome and lodging and meals for three days. Hosts' hospitality becomes demands for money and little enterprise. The exchange for money allowed European innkeepers to expand. They began offering lodging and meals at their homes [15]. The current B&B concept, which means bed and breakfast, originated in Britain and offers prepared breakfast and lodging to boost family income. It became a global concept in the 15th century, North America and the US are increasingly using boarding houses as tourist homes. Oriental culture treats guests like gods, Hindus believe visitors are God and treat them like God, hence they say 'Atithi Davo Bhava'. People used to feed and house travelers [16]. They also built rustic homes where tourists might cook and sleep. Pilgrim guest rooms (Dharamsala) near temples provided free meals and lodging. Tourism and hospitality began via homestay in ancient times, when the only way to honor the gods was to feed and house outsiders. These factors evolved from the dawn of human civilization to the present to meet traveler demands. Early homestay focused on society's religion, it evolved into commercial residences, bed & breakfasts, and homestay tourism, which is popular worldwide. Rural homestay development has grown for some time and is a major form of local tourism participation. A rural homestay lets guests see how village residents live, giving them a unique perspective on local culture [16]. The definition of homestay varies globally, different countries used homestay tourism to reduce rural poverty. Homestay began in Himanchal, India, in 1908. Himanchal state designated twelve areas for homestay tourism in 1910 to promote rural tourism in India. First, Korzok of Laddakh district began ten homestays in 2000. From the 1970s, rural Malaysian homestays have offered 'bed and breakfast'. A community of five villages in Temerloh, Pahang developed homestay in 1988 with cooperation from the Ministry of Tourism. It served as a model for the current Malaysian Homestay Program, which Thailand has implemented since 2000 [18].

3. RURAL SUSTAINABLE HOEMSTAY TOURISM OF KALABANG

Kalabang is one of the most well-known places for homestay tourism due to its exceptional natural beauty and rich cultural heritage. This has been a crucial factor in Nepal's ability to attract tourists from other countries for the purpose of rural tourism. There were 281 dwellings in the village of Kalabang approximately sixty years ago, with the most of them belonging to Gurungs [19]. The majority of Gurungs served in the British army, the Singapore police, and the Indian army among other organizations [20] Gurungs, Dalits, and Brahmins are the people who run the homestay in Kalabang town. The provision of opportunities for individuals to participate in a variety of training programs that are associated with tourism and homestays has been an essential function that homestays have played. As a result of having to interact with a wide variety of guests, it helps to improve their skills, which are already increasing [21]. The residents of Kalabang are becoming more self-sufficient, capable, and business-oriented as a result of this endeavor, which is playing a significant role [22]. Moreover, homestay contributes to the improvement of the social standing of the residents of Kalabang. With the goal of luring travelers away from the hustle and bustle of Pokhara city and other urban regions and into the rural community that is brimming with wonderful natural settings, Kalabang Gharedi Homestay offers guests accommodations and cuisine that are clean, pleasant, and reasonable in price. As a result, Kalabang homestay provides the traveler with the

opportunity to engage in a one-of-a-kind local experience and to interact with the family that is hosting them [23]. In addition to providing people living in rural areas with an alternative source of income, it gives them the opportunity to see unique and unexplored locations [24]. Due to the fact that the villagers realized that the foreign remittance was not a long-term solution, they began to consider the possibility of generating a sustainable income within the hamlet. Due to the fact that the majority of the young people were working outside of the country, the only people living in the village were children, women, and elderly people. The concept of homestay was developed for the purpose of generating a sustainable income by making use of local resources [25]. Even though young people are living in other countries, it is possible for children, women, and elderly people to run it. They came to the conclusion that homestays are the most effective method for generating a sustainable income, fostering development, lowering the rate of migration, and preventing young people from looking for work in other countries. Beginning in the year 2071 Chaitra, the villagers established a homestay program consisting of 18 households under the direction of Prakash Chandra Gurung, a local resident who also includes 18 households [26]. A non-governmental organization known as Asian Forum provided assistance to the locals in order to run and maintain homestays. As a form of partial financial assistance to homestay households, the Asian Forum assisted in the construction of toilets and bathrooms. They provided funding for the guest room for the purchase of bed sheets, beds, pillows, blankets, and other necessities. The most significant aid that they provided to the villagers was the provision of a cooking and baking course, as well as training in guest relations and hospitality, food and hygiene training, marketing training, and organic food products instruction by a specialized trainer [27]. Following completion of the program, the villager gained the self-assurance necessary to run a homestay in the hamlet. They were confident that the homestay would be successful due to the fact that it is located only 12.5 kilometers away from the city of Pokhara. It is a naturally endowed location that offers views of the mountains, the dawn, the sunset, Pokhara, and Fewa lake. There were no guests at all for the first three months after the homestay was established in the hamlet, and the guest flow rate remained extremely low until the second year after the homestay was established [28]. Village Tourism Promotional Forum (Shrawan VITOF) had their annual general meeting in Kalabang Gharedi, which is a homestay, for the third year in a row. There was a group of approximately two hundred attendees present for the presentation, in a friendly and welcoming manner, the homestay community provided excellent service to the VITOF party. The VITOF group was astounded and content with the hospitality service, cuisine, and welcoming atmosphere that they provided [29]. The members of the Kalabang homestay received a positive signal on this occasion, and the members of the homestay management team encouraged the host family to continue operating the homestay [30]. Participating at the VITOF meeting were individuals from the media, journalists, and businesspeople in the tourism industry, among other types of individuals [31]. Using the newspaper, the media, their tourism-related organization, and even social networks, they disseminate a favorable message about the Kalabang homestay. It wasn't long before the Kalabang Gharedi Homestay became a household name not only in the country but also all over the world [32]. Occasionally, tourists travel to Kalabang in order to gain an understanding of the local culture, to go trekking or cycling, and to take in the sights of Pokhara and the mountain range with Fewa lake. During the visit Nepal 2020 campaign, they anticipate that there will be 10,000 tourists in the village altogether. It is necessary for guests to make reservations in advance because there are no rooms available at homestays on the weekends [33]. Despite the fact that the homestay has a capacity of 85 beds, they are required to manage more guests than those who are using extra beds in the homestay house as well as houses that are not homestays. In some cases, guests are required to either cancel their reservation or postpone it until the following week or month [34]. At the time of the initial announcement of the Visit Nepal 2020 tourism campaign, there was a great deal of excitement among all of the Nepalese people, particularly among those who are interested in tourism-related

businesses. The goal of the government was to have two million visitors from other countries by the year 2020 [35]. The Kalabang Gharedi homestay of Kaski was one of the individuals who expressed optimism that the visit Nepal 2020 will provide a boost to the homestay industry in the town, which was already booming. The residents of Kalabang have been completely out of business in these months since Chaitra 2076, which were supposed to be their peak period. Homestays in Kalabang are a component of an economic cycle that involves the purchase of locally produced items and farm products for the purpose of catering to guests [36]. Even those who were not members of the homestay community benefited from the homestay business. This is due to the fact that the homestay business consumed the local agricultural products that were of interest to them. This results in a domino effect that spreads across the entire community, the members of the community are concerned that they will not be able to make up for the money that they have lost [37]. Even if the lockdown is lifted, it will take somewhere between one and two years to make up for the financial damage that was brought on by the pandemic [38]. After regulating homestay tourism procedure 2010, the government and the Nepal tourism board (NTB) have been promoting it to the whole nation. The homestay management committee (HMC) has been established to manage, monitor and guide the homestay stakeholder. On the community level, the NTB mobilized the village development community (VDC), district development community (DDC) and local stakeholders such as women's group, community level non-government organizations (NGO's), community forest group to manage homestay facilities and homestay training to ensure the quality of homestay arrangements in rural areas (MOTCA, 2010). The guide lines of the government direct that the host family should offer the local cultural experience to their guests and serve the local product of foods whatever the host family themselves do eat [39]. Homestay operating houses have to ensure a hygienic, clean safe, peaceful and secure environment with adequate bathroom and toilet facilities. Beside the accommodation facility, the community members are suggested to welcome the tourist with full traditional arrangement, entertain the visitors through the local cultural performance, make participation in traditional functions and conserve and develop other tourism product for the tourists such as community forest for the jungle safari, sight-seeing, ethnic museum, visit local handicraft center, etc [40]. Similarly, polite conversation, friendly and family environment are the salient features of homestay. Nepal government has focused on homestay tourism as form of sustainable tourism development in Nepal [41]. Homestay tourism is the main ingredient to reduce the rural poverty, it integrates all activities of tourism such as trekking cultural tourism, agro- tourism and eco-tourism. It is a good source for earning foreign currency working on their own village or even in their own home [42].

4. CONCLUSION

Nepal has stunning natural beauty and rich culture, you just need creativity, expertise, and understanding to turn such assets into tourism products. Homestay is a rural tourism and development concept, homestay development need villager commitment and understanding to succeed. Villager cooperation is crucial. It boosts rural economies, social capital, and contributions. Rural villages cover about 80% of Nepal. Tourism in Nepal is largely centered on metropolitan regions, however rural places with distinct culture, tradition, and ethnicity provide unlimited possibilities. Mountaineering, rock climbing, trekking, jungle safari, bungee leap, ultra-light flight, mountain flight, zip flyer, and other adventure tourist activities are popular in rural Nepal. The Nepali government promoted homestay tourism in distant locations to build the nation. After the village established homestay, outmigration decreased and people started rebuilding their old houses to return and participate in homestay activities. People's confidence has also risen due to training and skill development initiatives from various organizations. It fosters self-reliance and communal awareness. Out of 156 homes in Kalabang, 66 are Dalit, there are 18 homestays, although just one is Dalit.

Nepalese visitors still don't want to stay in Dalit houses, so they wait for international guests. It was unable to attract tourists in its first two years, but tourist arrival has surged in recent years and popularity has spread nationally and globally. Thousands of domestic and foreign tourists visit annually. Most homestay men oversee and take responsibilities, but women also help. Male homestay hosts work abroad or are veterans. Some work for the government and manage homestays. They seem happy with their personality growth, social networking change in lifestyle, and inventive business time use. Some homestay operators are totally dependent on the company, while most use it as a side gig while working in other fields like agriculture.

REFERENCES

- [1] Janjua, Z. U. A., Krishnapillai, G., & Rahman, M. (2021). A systematic literature review of rural homestays and sustainability in tourism. *Sage Open*, 11(2), 21582440211007117.
- [2] Tharu, D. (2023). Rural tourism development: A case of homestays at Tharu community in Nepal. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 47-69.
- [3] Pasa, R. B. (2020). Tourism in Nepal: The models for assessing performance of Amaltari Bufferzone community homestay in Nawalpur. *Nepalese Journal of Development and Rural Studies*, 17, 54-71.
- [4] Md. Hossain Harisl & Md. Faisal (2023). Socio-cultural effects of Eco-tourism in Everest Region. *Dinkum Journal of Social Innovations*, 2(08):464-478.
- [5] Regmi, S., Neupane, A., Neupane, R., & Pokharel, A. POTENTIALITY OF COMMUNITY-BASED TOURISM HOMESTAY FOR SUSTAINABLE LIVELIHOOD IN NEPAL: A REVIEW.
- [6] Adhikari, B. B. (2020). Steps taken for development of home stay tourism in Nepal. *NUTA Journal*, 7(1-2), 18-30.
- [7] Poudel, H., White, B., & Krusekopf, C. (2023). Rural Tourism Growth in Ghalegaun, Nepal. In *Tourism and Hospitality Management in Practice* (pp. 67-75). Routledge.
- [8] Dahal, B., Anup, K. C., & Sapkota, R. P. (2020). Environmental impacts of community-based home stay ecotourism in Nepal. *The Gaze: Journal of Tourism and Hospitality*, 11(1), 60-80.
- [9] Neupane, R., KC, A., Aryal, M., & Rijal, K. (2021). Status of ecotourism in Nepal: a case of Bhadaure-Tamagi village of Panchase area. *Environment, Development and Sustainability*, 1-24.
- [10] Munira Akter (2023). A Step towards Socio-Ecology and Sustainability. *Dinkum Journal of Social Innovations*, 2(09):551-556.
- [11] Basak, D., Bose, A., Roy, S., Chowdhury, I. R., & Sarkar, B. C. (2021). Understanding sustainable homestay tourism as a driving factor of tourist's satisfaction through structural equation modelling: A case of Darjeeling Himalayan region, India. *Current Research in Environmental Sustainability*, 3, 100098.
- [12] Tiwari, B., Pahadi, R., Gautam, S., Karki, S., KC, R., Jandug, C. M. B., ... & Regmi, S. An Assessment of Home Stay Tourism at Kaulepani Village of Lamjung, Nepal.
- [13] Sanjana Sobhan (2024). Agro-Tourism for Sustainable Development: Willingness to Pay, Challenges & Remedies from the Perspective of Bangladesh. *Dinkum Journal of Economics and Managerial Innovations*, 3(01):01-16.
- [14] Sanyal, P. R., Kumari, S., & Siddiqui, G. (2023). Homestay Tourism and Sustainable Development in the Indian Himalayan Region: Prospects & Challenges. *Management Journal for Advanced Research*, 3(5), 22-29.
- [15] Sati, V. P. (2020). A Sustainable Homestay Tourism and Its Prospects. In *Sustainable Tourism Development in the Himalaya: Constraints and Prospects* (pp. 109-121). Cham: Springer International Publishing.

- [16] Saroj Lamichhane (2024). Assessing the Habitat Preference, Distribution and Conservation Threats to Red Panda (*Ailurus fulgens*) in Sagarmatha National Park and Buffer Zone. *Dinkum Journal of Natural & Scientific Innovations*, 3(02):283-297.
- [17] Devkota, N., Khamcha, S., Upretee, S., Paudel, U. R., & Mahato, S. (2023). Visitors' perceptions of homestay management in Nepal: Evidence from structural equation modelling. In *Handbook of Research on Sustainable Tourism and Hotel Operations in Global Hypercompetition* (pp. 235-254). IGI Global.
- [18] Pasanchay, K., & Schott, C. (2021). Community-based tourism homestays' capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective. *Tourism Management Perspectives*, 37, 100784.
- [19] Pasa, R. B. (2021). Interface between Tourism and Rural Development in Panchmul, Nepal. *Nepalese Journal of Development and Rural Studies*, 18(01), 6-23.
- [20] Pasa, R. B. (2021). Interface between Tourism and Rural Development in Panchmul, Nepal. *Nepalese Journal of Development and Rural Studies*, 18(01), 6-23.
- [21] Thakur, S., Sood, S., Singh, R. K., & Singh, R. (2023). Status of homestay tourism in Indian Himalayan region: Analysis of customer review and policy support for sustainable tourism. *Tourism and Hospitality Research*, 14673584231170578.
- [22] Kc, B. (2021). Ecotourism for wildlife conservation and sustainable livelihood via community-based homestay: a formula to success or a quagmire?. *Current Issues in Tourism*, 24(9), 1227-1243.
- [23] Khatiwada, S. S. (2022). Ecotourism Practice with Community Based Home-stay Program in the Gandaki Province of Nepal. *FORMATH*, 21, 21-001.
- [24] Sarkar, S. HOME STAY TOURISM AND ITS SUSTAINABLE APPROACH IN RURAL DEVELOPMENT: AN APPRAISAL FROM EASTERN HIMALAYA.
- [25] Basnyat, S., & Kafle, T. (2022). Community-Based Tourism Experiences in Nepal: A Path to Sustainable Tourism in the Post-COVID-19 Era. In *Planning and Managing the Experience Economy in Tourism* (pp. 176-188). IGI Global.
- [26] Adhikari, A. Can homestay businesses build gendered resilience in mountain ecosystems?.
- [27] Trihayuningtyas, E., Aldora, M., Ardiansyah, I., Setiawan, N. A. N., Lim, A. N., Salsabila, R. A., & Oktaviano, M. R. Rural Tourism Product Planning" Nepal Van Java", Dusun Butuh, Magelang Regency.
- [28] Shahi, M. B. B. Economic Impact of Village Tourism in Rural Development of Nepal: A study of Lapha Community Home Stay, Dullu Municipality-11, Dailekh.
- [29] Woli, L. (2022). Impact of homestays on socio-economic opportunities of the local community. *KMC Journal*, 4(2), 212-223.
- [30] Chitrakar, K., Carr, N., & Albrecht, J. N. (2020). Community-based homestay tourism and social inclusion. In *The Routledge Handbook of Community Based Tourism Management* (pp. 238-248). Routledge.
- [31] Adhikari, B. B. (2023). Economic Impact of Homestay Tourism.
- [32] Ghimire, M. N., & Neupane, D. (2022). An Exploratory Study on Status of Homestays from Lamjung. *Nepal Journal of Multidisciplinary Research*, 5(5), 119-126.
- [33] Chitrakar, K. K. (2022). The influence of community-based homestay tourism on the dynamics of local food culture (Doctoral dissertation, University of Otago).
- [34] Dolma, S., & Kumar, A. (2022, November). A Bottom-Up Approach for Sustainable Cultural Tourism in Ladakh: An Initiative Taken by Women and Homestays. In *The International Conference on Cultural Sustainable Tourism* (pp. 39-51). Cham: Springer Nature Switzerland.
- [35] Rawat, S. (2022). Rural tourism for sustainable development in Darjeeling Himalaya (Doctoral dissertation, University of North Bengal).

-
- [36] Dangaura, M. (2021). Bhada Tharu Homestay: Building National Integrity through Cultural Performance. *Molung Educational Frontier*, 11, 78-100.
- [37] Ghimire, M., & Pathak, S. (2023). The potential of rural tourism in Nepal: a case study of community-based features as a contributor for tourism development in Kaski district.
- [38] Chaulagain, M. (2021). Sustainable development of indigenous culture tourism in Nepal. Case study: Newari culture of Bhaktapur.
- [39] Anup, K. C., Hallo, J. C., Duffy, L. N., Sene-Harper, A., & Thapa, B. (2023). Expanding domestic tourism in Nepal: an analysis of homestays in the COVID-19 era. *Current Issues in Tourism*, 1-15.
- [40] Dey, B., Mathew, J., & Chee-Hua, C. (2020). Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 639-666.
- [41] Roy, S. (2022). Rural homestay as a driver of community development and ecological sustainability, a case study of Buxa Tiger Reserve Forest, West Bengal, India. *International Journal of Mechanical Engineering*, 7(2), 26-32.
- [42] Chitrakar, K., Carr, N., & Albrecht, J. N. (2020). Community-based homestay tourism and its influence on indigenous gastronomic heritage. *Journal of Gastronomy and Tourism*, 4(2), 81-96.