

## Sustainable Homestay Practices and Behavioral Intention of Tourist to Revisit: A Mediated Study of Experience and Satisfaction with Services Provided in Nepal

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### Abstract

*Homestay program has started its movement and emerged as an iconic tourism that has potential economic activity in the sector. Regardless of much research on repeat visitors, it remains unclear why people undertake repeat visits and what kind of characteristics hold repeat visitors (Mat Som et al., 2012). This study used a quantitative approach with aim to analyze and build an understanding of the influence of sustainable homestay services on the behavioral intention of tourists to revisit. Findings showed the behavioral intention was accounted by homestay services with the mediation satisfaction and experience. Positive significant influence of homestay services and satisfaction on behavioral intention was observed whereas as influence of experience on behavioral intention was found to be non-significant. Partial mediation was seen to be present in relation of homestay services, satisfaction and behavioral intention whereas, full mediation was observed in relationship of homestay services, experience and behavioral intention. This study will be helpful for the policy makers to enhance community-based tourism so that it helps to promote the development of economically and socially down rural areas particularly in Nepal.*

**Keywords:** Behavioral intention, experiences, homestay, sustainability, tourist satisfaction,

### 1. Introduction

Relaxation has been an important part of the individuals so, leisure travel has become a part of

modern people's life to release stress that is caused by work and daily affairs due to which the demand for sightseeing and leisure is eagerly pursued (Hsu & Lin, 2011). Rahmawati et al. (2023) defines tourism as an important factor all around the world for the successful economy with many benefits on host destinations. The notion indicates accommodation facilities as basic requirements in tourism which shows that growth of host destinations is important as it provides economic benefits and is facilitated by the growing movement of tourists.

Despite the benefits provided by tourism activities negative impacts are also seen. Alonso-Almeida (2012) states that tourism related activities have an impact in environment which can be due to movement of tourists around the destinations during the stay and different activities performed by the businessman that are locals to meet the demand and need of the tourists that visit. Similarly, companies associated with tourism are blamed for higher amount of water consumption, are accused of being high amount of wastages production and damages to the environment that has created a major dissatisfaction among residents (del Mar Alonso-Almeida & Alvarez-Gil, 2018) which pinpoints the negative impact of tourism activities. To address the environmental impact of tourism activities green practices has been seen in this sector. Over past few decades, green practices in tourism has been studied widely however, still green entrepreneurship have not been defined yet making it confusing and little known (del Mar Alonso-Almeida & Alvarez-Gil, 2018). Green tourism entrepreneurship involves creating and operating tourism related ventures in a way that minimizes negative impacts on the environment and local community but in turn providing maximization in positive contributions. Social entrepreneurship along with corporate social responsibility and sustainable development provides with the ground to understand green entrepreneurship (Tien et al., 2023). Sustainability integrates social and environmental risks with economic goals, providing a long-term perspective that emphasizes adherence to moral principles and ethics (Ghimire et al., 2024). The responsibilities of the stakeholders are determined by means of comprehensive and balanced strategies as well as resources are used wisely for the benefit of both the current and future generations (Font & McCabe, 2017 cited as in Janjua et al., 2023). Further, the idea of the triple bottom line(TBL), which advocates for the equal attention on all three of the important areas –economic, environment and social –contradicts the perception that tourism corporations only consider the economic element (Wise, 2016 cited as in Janjua et al., 2023). Entrepreneurs working in the field of green tourism are seen to be dealing with products of tourism that pursue avoidance or minimization of negative impact. This activity also helps in preserving cultural heritage, provides learning opportunities as well as contribute to the preservation and improvement of locals, including benefits for the local economy(del Mar Alonso-Almeida & Alvarez-Gil, 2018).

The government's goal to enable the people to achieve success in life is intimately connected to the growth of tourism (Dhungana, 2023; Rum Handayani, Putu Sudira, 2019). Tourism industry has an impact Nepal GDP supporting over one million direct and indirect job and mostly these jobs are in remote and resource constrained regions (World Bank, 2022). There still are opportunities especially to local livelihood if further investments are made in sector of tourism to reap additional benefits so that it significantly contributed to Nepal's economy. Zhao et al. (2020) states that in tourism industry experience is an essential part and experience economy is very much different from agricultural economy or industrial economy. Four dimensions of experience are indicated as education, entertainment, escapism and aesthetic. Homestay provides travelers with an exclusive experience as well as chances of interaction with the host (Karki et al., 2019 as cited in Zhao et al., 2023). As per Khan et al. (2018) as cited in Osman et al.(2023) homestays are considered as an substitute to a traditional hotel accommodations where the visitors stay in homes of host who are local and with it they experience the local culture, lifestyle and cuisine. However, despite of the importance of homestay services in contribution to the economy mostly in the case of Nepal a country

promoting rural tourism there is no answer regarding how experience influences the revisit intention. Supported by study of Meng and Cui (2020) which states that despite of a wide range of home-based accommodations are on the rise, information are on the rise, information is still lacking on the reason as why customers choose new forms of accommodation, how co-creation experiences are shaped , how these experiences become memorable and in turn influence the individual's revisit intentions. Tourism involved in homestay business have the potential to make a value addition in economic development of communities that are local, creation of employment opportunities and improve living standard of residents (Lee et al., 2019). The World Bank Group (2018) delineates that homestays development will be able to benefit emerging economies by attracting tourists that are interested in a community-based tourism experience and many researchers imply homestays to become a critical component in the tourism development plan of developing countries(Leung et al., 2021). According to Chen et al.(2022) the realization of local authentic life experiences and genuine interactions between the host and tourists are crucial factors that influence tourists to revisit, recommend or provide support. As rural homestay is an important part of rural tourism, the construction path of tourist's behavior intentions to support these establishments should be understood to achieve sustainable development. As stated by Lama et al. (2020) tourism is one of the premier export industries in developing countries and the number of inbound tourists is on the rise (UNWTO 2017). Nepal has incredible tourism potential with its natural beauty and diverse cultural heritage (Gautam, 2011 as cited in Lama et al., 2020) and tourism is supposed to have a key impact on economic and social aspect of Nepalese community (Dhakal et al. 2017).

Assessment of the sustainability can be done in terms of what social status, economic gains, gender equity and capacity of institutionalizing capacity community has (Acharya & Halpenny, 2013). Homestay program generally promotes nature conservation as usually practiced in remote areas and its increased number indicates the significance in eco-tourism with benefit for those who are involved(Affizzah et al., 2017). Upadhayaya (2006) states that tourism in Nepal is similar to other countries that has occurred from events like travel and stay of non-residents not leading to permanent stay as well no involvement in any earning related activities by individuals. Further, accommodation with sustainable practices can have several positive effects on tourism both for the environment and local communities. The potential effect can be as reduced environmental impact, preservation of natural resources, community engagement, cultural exchange, providing economic benefits in terms of income generation and diversification of income, promoting responsible tourism. According to Kamisan Pusiran & Xiao (2013) gradual increase of the homestay's number has started to gain its presence in eco-tourism industry which has also in turn benefitted the villagers and been a way to provide cheap budget accommodation as well as way of being close to nature and tradition of particular ethnic culture. However, despite the popularity this type of program is difficult to sustain as it is commercially not viable and similarly, there are number of challenges in this industry that affect the effectiveness of the program as a whole. Some challenges that this type of program faces are low service quality, decreased occupancy rate on an average that is related to poor performance of homestay and insufficient marketing knowledge of the owners effecting its further development (Affizzah et al., 2017).

Research relating to the rural homestays has been undertaken mostly from the viewpoint of the homestay operators and local communities (Gu & Wong, 2006) which shows the lack of studies based on the perception of the tourist or what they actually want in homestays as an accommodation. The behavior of the individuals visiting homestay matters a lot when studying their intention to revisit however, the studies in this area lacking which is supported by Jamal et al.(2011a) that states visitor behavior studies are neglected in homestay tourism literature. Even though the case from a marketer's perspective it is important to understand tourist's perspective about alternative accommodation and the influencing factors thereof. Furthermore,

due to limited research there is a sense of uncertainty about the actual benefits that is brought in by CBTs, and actual performance of homestay to qualify them as a tool for sustainable development is still unclear (Maznah Mat Kasim et al., 2016).

In this perspective this study aims at understanding the sustainable practices adopted by homestays in Nepal and analyzing its role in behavioral intention of tourist to revisit and it also aims at examining the mediating effect of satisfaction and experience with the services provided. Furthermore, the obtained result utilizing the quantitative approach will serve as a basis proposing some recommendations and put forward some knowledge in existing literature with a purpose of enhancing green entrepreneurship in homestays, also promote the interplay between homestays services, behavioral intention, satisfaction and experience.

## **2. Literature Sources and Hypothesis Development**

The concept of tourism has evolved drastically in recent times given the consideration to different impacting factors as increased awareness about environment, increased sustainable travel practices, focus on experiential travel, sustainable tourism to name some. Furthermore, tourists are also affected by expectancy, satisfaction and experience when they visit any destinations thereby, influencing their perceptions and behavior. Theory of expectancy value suggests that attitude of an individual about and experience or object is influenced by one's perceived value and expectations (Ajzen & Fishbein, 1975). So, when the experience of something is exceeded in terms of what a person has expected they tend to be satisfied. In terms of services provided by homestays the gap between the expectation of tourists and the actual experiences they tend to face makes them either satisfied or dissatisfied, which affects their decision to revisit and recommending the homestays to their friends and families. In line to this Bigne et al. (2005); Li & Wang (2017) cited as in Osman et al. (2023) when the actual experience of a tourist is meet or exceeded they are more likely to be satisfied from their visit. Growing global awareness and initiatives about preserving the environment also has helped in the promotion of rural based tourism as a low impact and environmentally sensitive way of travel, poverty reduction, environmental conservation and social equality. Moreover, value can be perceived in terms of value for money spent, cultural experiences, relaxation, adventure etc. so, tourists evaluate the overall value of their experience based on the costs incurred and the benefits received which means that if one perceives they received good value for their money and experience was worth the cost they are more likely to be satisfied. Furthermore, Osman et al. (2023) states that the tourists who are satisfied will have a more positive attitude towards the destination they visited and will have higher intention for revisiting as well as will recommend it to others. The quality of the service that is provided by the homestays plays an important role in the revisit intention. Perera and Vlosky (2013) as cited in Ismail et al. (2016) indicated service quality to be an important antecedent for tourist satisfaction.

If rules and regulations are proper that assures sustainable growth, tourism's rewarding industries might potentially generate tourist taxes for the government (Yassin, Shaffril, Hassan, Othman & Samah, 2010 cited as in Ogucha et al., 2015). Moreover, Hunch and Butler (1996) cited as in Ogucha et al. (2015) also indicated that the primary motivation of locals being involved in homestays is solely economic factor and in turn tourists also prefer it due to lower cost. Cultural immersion, community service and development, security and warmth of home, social interaction and cheap price were the major reasons that were identified for tourists to choose homestays during their travel (Agyeiwaah et al., 2014 cited as in (Leung et al., 2021).

Quinn et al. (1987) cited as in Al-Laymoun et al. (2020) described services as economic activities which are in general consumed at the time they are "produced" and provide added value in the form of amusement, comfort, healthiness, convenience and other customer needs and wants. The measure of service quality by the consumers is their evaluation of perception of quality instead of their satisfaction with an incident or transaction (Oliver, 2010 as cited in

Ismail et al., 2016). In SERVQUAL model Parasuraman, A. B. L. L., Zeithaml, V. A., & Berry, L. (1988)., service quality are measured by tangibles, reliability, responsiveness, assurance and empathy that can be aligned with tourism industry as service quality can be regarded as tourist's verdict about the overall excellence of service. According to Ogucha et al. (2015) to retain the customers it is important that good service quality is maintained. To test the satisfaction among tourists, service quality performance can be a suitable dimension (Chen & Chen, 2010; Oliver, 2010; Udo, Bagchi, & Kirs, 2010; Zeithaml, Berry, & Parasuraman, 1993 cited as in Ismail et al., 2016). Total satisfaction is the measure of a visitor's overall happiness or fulfillment stemming from the experience of the trip meeting their requirements, wants and expectations in regard to the trip. Further tourist satisfaction is defined as the relationship involving desires, actions, activities ,psychological effects and experience anticipations (Affizzah et al., 2017).

### **2.1. Sustainable Practices in Homestay**

Homestays is a term that refers to types of accommodation where the tourists/guest pays to stay at private homes that also provides an opportunity to have an interaction among host or family as well as other people living there (Lynch, 2005). Homestays have wide range of varieties in accommodation as small hotels, bed and breakfast and host family types that may be private, commercial and social settings (Sen & Walter, 2020). Similarly, the concept of homestay have a variations that ranges from cultural homestay, farm stay, heritage homestay, agricultural homestay, leisure homestay, cottage homestay and so on. Leung et al. (2021) states that homestay is now an important element for tourism development for developing countries and are able to attract tourists that desire to relax in informal and culturally authentic environment. According to Guide (2005) cited as in Basak et al. (2021) the core idea of sustainability refers to best use of environment's resources essential for growth while protecting ecological processes, biodiversity and natural heritage furthermore, ensuring long term economic sustainability by providing equal economic benefits to all stakeholders, while respecting the ethnic authenticity of the host populations by maintain its created and existing socio- cultural legacy and traditional values.

Homestay services has gained attention because of the affordable prices too similar has been stated by Hsu & Lin (2011) as some tourists are motivated to choose homestay because of the cheap price. Homestay services, that involve renting out rooms or entire homes to the travelers can create various economic values. These activities also do contribute to the economy in the firm of income generation to the hosts which is the most direct economic benefits for individuals, local economic stimulus as the money earned by the hosts is often spent locally for goods and services contributing to the local economy further supporting local business thus creating multiplier effect. Similar views expressed by Incera & Fernandez, (2015); Liu & Var, (1982); Roberts & Tribe (2005) cited as in Balasingam & Bojei (2019). Creation of jobs are also one aspect of homestay services, According to Wanhill (2000) employment if defined as an indirect economic indicator is equal employment for locals and job creation too. As stated by Kannegieser (2015) indirect employment is created as homestay owners hired locals to assist in the caretaking of the homestay, cooking and cleaning, transporting guests and acting as tour guides. Similarly, for small scale businesses as handicraft, food and traditional medicines flow of tourists create opportunities as they purchase local souvenir items (Musa et al., 2010). Homestay services are often involved in a level of cultural exchange between hosts and guests which can contribute to a deeper understanding of different cultures and foster goodwill, potentially leading to positive social and economic impacts over long term. Further, balancing the economic benefits of tourism with the preservation of natural and cultural resources is key for the long-term sustainability of mountain tourism in Nepal.

### **2.2 Behavioral Intention**

Chen & Tsai (2007) cited as in Mat Som et al. (2012) mentioned that traveler's actions during their visit to any place include the destination they choose to visit, their assessments afterward and their intentions for the future conduct. The travel experience, perceived value and general visitor pleasure are evaluated after the fact and future behavioral intentions pertain to the visitor's assessment of the likelihood of returning to the same location and desire to promote it to others. Scholars of tourism have focused mostly in the relation between destination loyalty and frequency of visits which is in line with statement empirical studies have acknowledged that significant portion of the tourism industry depend on repeat visitors (Darnell & Johnson, 2001; Jayaraman et al., 2010 cited as in Mat Som et al., 2012). Similarly, the intention to revisit the destination by the tourists depends on many factors. Zabkar et al. (2010) concluded that the characteristic of the destination influences perceived quality, which influences satisfaction and in turn, impacts the propensity to revisit intention. Ismail et al. (2016) like other services, the homestay program depends heavily on visitors' opinions of the quality of the services they received and providing the exceptional service will boost the likelihood of drawing in new customers and strengthen the loyalty of present ones and customers will identify as well as value the outstanding service offered to them. Wakefield and Blodgett (1999) cited as in Ogucha et al. (2015) suggested that physical environment that is designed to be attractive can have a positive influence on consumers regarding the place which plays a significant role determining the following behavior for leisure service.

### **2.3 Satisfaction**

According to Yun and Marion Joppe (2011) cited as in Affizzah et al. (2017) satisfaction is related to experience of travel which is based on judgment of trip after it is over and is a emotional feeling too. Further, satisfaction of tourists is also effected by the level of service provided by tour operator, guides and hospitality establishments significantly affects tourist's satisfaction. Prompt and courteous service, knowledgeable guides and responsive staff can enhance the overall experience. So, the homestay service providers need to pay attention. As stated by Ogucha et al. (2015) administrators and regulatory bodies concerned with homestays facilities should be concerned with the satisfaction level of tourists and regular inspection is necessary to maintain the quality. According to Choi and Kim (2021) cited as in Zeng (2021) features of tourism can have a positive impact of satisfaction level of tourist and in turn affect the revisit intention. As stated by Paul and Geoffrey N. (2009) as cited in Zeng (2021) research shows that values of emotion, money and novelty have an impact on behavioral intention and satisfaction. The degree of pleasure among tourists is also directly related to how secure and safe they feel, as well as the quality of a visitor's experience is also correlated with their level of satisfaction and other aspects such as cozy lodging and warm local hospitality.

### **2.4 Experience**

As stated by Trauer and Ryan (2005) cited as in (Affizzah et al., 2017) academic and commercial tourism literatures have been conversing upon the experience of tourist about the place showing that the quality of experience is primarily dependent in the understandings which exists between the local peoples and visitors over there. Trauer and Ryan (2005) cited as in (Affizzah et al., 2017) contended that by emphasizing participants unique interests and degree of sustained commitment, tourist activities are service partnerships with emotional attachment. Two components make up involvement: first a desire for the activity and second others who share interests in a social sphere that spans from home to vacation spot. Perceptions of experience value are derived from encounters that involve the direct use or remote enjoyment of products and services (Mathwick et al., 2001 cited as in Jamal et al., 2011). Extrinsic and intrinsic advantages are two categories into which experiencing value can be divided. Extrinsic value perceptions typically arise from finishing a task, whereas views of intrinsic worth are generated by the enjoyment and playfulness of the activity. An activity is added to the

conventional extrinsic-intrinsic understanding value.

#### *Homestay services and behavioral intention*

Home based accommodation has been popular with the tourist in recent years which is also supported by the fact that research studies focusing on host related or managerial issues as environmental impact of homestay facilities, socio-economic consequences of developing homestay tourism at destination, host attitude towards guests has been increased (Ly et al., 2022). On the other hand the studies related to guest are scarce and knowledge about factors affecting homestay guests revisit intentions is particularly limited (Ly et al., 2022). Similarly, Meng and Cui (2020) in the study emphasized in the understanding and increasing the guest's revisit intentions as for hospitality industry these are the most vital goal.

*H1: There is a significant positive influence of services provided by homestays and guests revisit behavioral intention.*

#### *Satisfaction and behavioral intention*

Satisfaction of the customers is a crucial factor in determining a customer's overall experience with home-based accommodation and is influenced by several factors as quality of services, cleanliness, comfort, amenities and overall environment. Few studies in past have related sustainable homestay tourism and visitor's satisfaction which was related to traditional living styles of people, culture of locals, customs, recreational experiences, which were strongly linked to pleasure of tourists (Yusof et al., 2015 cited as in Basak et al., 2021). Furthermore, Ismail et al. (2016) stated that satisfied visitors can significantly strengthen the rate of their revisiting desire and positive word of mouth as well as showed a effect of satisfaction between the relationship between homestays services and behavioral intention.

*H2: Satisfaction with the services of homestay influences the behavioral intention of revisit of tourists*

*H3: Satisfaction mediates the relationship between sustainable practices of home-based accommodations and behavioral intention to revisit.*

#### *Experience and Behavioral Intention*

Tourist intention of revisit is influenced by the information accumulated in previous experiences which shows that visitors prefer to attach more importance to their previous experience than to the information obtained from other sources (Faullant et al., 2008 cited as in Liu et al., 2017). As stated by Kim et al. (2012) elements as excitement, enjoyment, amusement, pleasure etc are recalled when individuals perceive experience they get as memorable. Usually customers have an experience of co-creation with experience in home-based accommodations resulting from high degree of interaction as they are involved in self-development, explore external surroundings and connect to the people (Eraqi, 2011 cited as in Meng & Cui, 2020). Recall value and desire to return, the probability that a consumer will return to a facility or repeat an activity is known as the "visit intention" (Baker & Crompton, 2000). According to earlier research, return intention is highly influenced by a memorable experience (Coudounaris & Sthapit, 2017; Marschall, 2012 cited as in Meng & Cui, 2020).

*H4: Experience with the homestay's services influence the behavioral intention of revisit of tourists.*

*H5: Relationship between sustainable services provided by home based accommodations and behavioral intention of tourist to revisit is mediated by experience from services.*

### **3. Research Methodology**

#### **3.1 Sample and data collection**

This study used a quantitative approach with convenience sampling method utilizing a structured questionnaire survey so as to test the hypothesis developed as well as the research framework. Sampling method used to collect the data was convenience sampling particularly targeted towards the tourist national and international having a history of staying in a homestay in Nepal at least once. Firstly, pilot study was done to check the validity and understandability

of questionnaires were prepared and corrections based on the suggestions provided to increase the simplicity and clarity of the questionnaires were made. According to Roscoe (1975) cited as in Jalasi and Sylvia Nabila Azwa Ambad (2022) a sample size that is greater than 30 and less than 500 is suitable for most of behavioral studies and a sample size of 200 provides a sound basis for estimation(Hair Jr. et al., 2014) therefore, gathering a sample size of 232 respondents for this study was deemed significant. The questionnaire was distributed among the probable respondents using google form as well as some printed form was distributed to individuals who were within the reach as well as contacted personally to encourage to fill the questionnaires so as improve the credibility and increase the number of respondents. Majority of the respondents were male (52.6%) with females constituting of 47.4% of the total sample. 6.5% of the respondents were less than 20 years, respondents aged from 20-30 years were 44 %, 30-40 year's respondents were 30.2 %, 19.4 % respondents were of age group of more than 40 years. Out of total respondents 68.5% were employed and 23.3% were unemployed and 8.2 % were retired.

3.2 Measures

Validated measures that were based on previously available literature were used for the constructs in the study. Sustainable homestay services was measured using 8 items which were all based on the review of literatures done in past, Behavioral intention to revisit were measured using 8 items and 3 items (I am planning to revisit home-based accommodations in the near future, I am confident that if I want, I can go and revisit home-based accommodations and I have enough resources, time and opportunities to revisit home-based accommodations) were taken from Meng & Cui (2020) and rest were from the review of available literatures. Satisfaction was measured using 5 items based on review of available literature. Further experience as a construct was measured using 5 items and 3 items (They made me feel comfortable, they tried to help me as much as they could, I had a good relationship with my host family members, I gained new knowledge from this homestay visit) were taken from Jamal et al. (2011) and rest were taken from literatures available. Responses on all items were recorded on a five-point rating Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree).

3.3 Data Analysis

Collected data were analyzed using SPSS 23 and AMOS 23 and following the guidelines of Anderson and Ginberg (1988) two step models were used: measurement model (for confirmatory factor analysis and to check reliability and validity among items and constructs) and structural model (model fit and to test hypothesis). Different indicators such as chi-square (x2), chi-square to degree of freedom ratio (x2/df), Tucker–Lewis index (TLI), comparative fit index (CFI), and root mean square error of approximation (RMSEA) and standardized root mean squared residual (SRMR) were used to measure model fit. Factor analysis was done to examine how underlying constructs influence the responses on a number of measured variables and confirmatory factor analysis (CFA) tests whether a specified set of constructs is influencing responses in the way that was predicted.

Table 1  
*KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.848
Bartlett's Test of Sphericity	Approx. Chi-Square	2057.041
	Df	153



Exploratory factor analysis (EFA) attempts to discover the nature of the constructs influencing a set of responses and here for the study an EFA was performed using principal component analysis and varimax rotation setting the factor loading minimum criteria to 0.50. To make sure the levels of explanation were acceptable, the communality of the scale, which shows the degree of variation in each dimension, was evaluated; the outcome was over 0.50. The statistical likelihood that there were substantial correlations among some of the correlation matrix's components is provided by Barlett's Test of Sphericity. The results were significant,  $\chi^2 (n=153) = 2057.041 (p < 0.000)$ , which indicates its suitability for factor analysis (Table 1). The Kaiser-Meyer-Olkin measure of sampling adequacy (MSA), which indicates the appropriateness of the data for factor analysis was 0.848. In this regard, data with MSA values above 0.80 are considered appropriate for the factor analysis. Finally, the factor solution derived from this yielded factor for the scale, which accounted for 67.67% of variation in the data. Nonetheless, in this initial exploratory factor analysis EXP5 from experience, SHP5, SHP6, SHP7, SHP8 was removed from sustainable homestay practices, SAT4 from satisfaction, BI7, BI8 from behavioral intention were removed for further analysis as they loaded onto a factor other than its underlying factor. Further analysis after without the removed items yielded Kaiser-Meyer-Olkin MSA (0.848), 65.81% variance was explained by the factors, Bartlett's Test of sphericity proved to be significant for all communalities were over the required value of 0.50. (Table 2)

**Table 2**

*Rotated Component Matrix<sup>a</sup>*

	Component			
	1	2	3	4
EXP1			.729	
EXP2			.786	
EXP3			.810	
EXP4			.643	
SHP1		.677		
SHP2		.747		
SHP3		.870		
SHP4		.886		
SAT1				.764
SAT2				.817
SAT3				.728
SAT5				.696
BI1	.640			
BI2	.749			
BI3	.772			
BI4	.739			
BI5	.762			
BI6	.706			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

## 4. Results

### 4.1 Reliability and validity

Reliability in research refers to how consistently a method measures something like applying the same method to the same sample under the same conditions you should get the same results. Internal reliability was assessed by using Cronbach alpha value and values varied from 0.805 to 0.904, exceeding the threshold of 0.7. Construct Reliability was assessed using Composite reliability, and values ranged from 0.691 to 0.793. Construct reliability values 0.70 to 0.90 represents high reliability (Sideridis et al., 2018) and values of composite reliability/Cronbach alpha between 0.60 to 0.70 are acceptable (Ab Hamid et al., 2017). Hence, construct reliability was established for each construct measured in the study. Moreover, convergent validity of scale items was estimated using Average Variance Extracted (Fornell-Larcker criterion) the results of which should be that the two constructs experience and behavioral intention were not up to the threshold of 0.50 showing lack of convergent validity in the concerned constructs however other constructs satisfaction and sustainable homestay services were up to the threshold suggesting that scales used for the constructs consisted of convergent validity (Table 3).

**Table 3**

*Reliability of the Study*

Construct	Item Number (14)	Factor Loading Range	Average Variance Extracted (AVE)	Composite Reliability (CR)	Internal Reliability Cronbach Alpha
Sustainable Homestay Practices (SHP)	2	0.719– 0.869	0.636	0.776	0.904
Experience (EXP)	5	0.064 – 0.852	0.452	0.772	0.848
Satisfaction (SAT)	3	0.679 – 0.773	0.529	0.691	0.805
Behavioral Intention (BI)	4	0.647 – 0.751	0.489	0.793	0.885

*Note.* Table 3 represents the average variance extract, composite reliability and Cronbach alpha values for the constructs.

Discriminant validity according to Fornell and Larcker criterion is established when the square root of AVE for a given construct is greater than its correlations between the given and other constructs (Hair Jr. et al., 2014). Further, the HTMT ratio to have discriminant validity should be less than the threshold of 0.85 or 0.90 (Henseler et al., 2015). Table 4 shows descriptive statistics where the lowest mean value was observed to be for experience and highest for behavioral intention. Similarly, the lowest standard deviation was observed for experience and highest is for sustainable homestay practices. Furthermore, the square root of AVE for all the construct was observed to be higher than its correlations between the given and other constructs confirming the presence of discriminant validity. Moreover, the HTMT ratio of all the constructs as shown in Table 5 was less than the given threshold of 0.85 or 0.90, further confirming the presence of discriminant validity.

**Table 4**

*Descriptive Statistics and Discriminant Validity*

Construct	Mean	SD	SHP	EXP	SAT	BI
SHP	14.33	4.523	<b>0.797</b>			

EXP	8.56	2.712	0.540**	<b>0.672</b>	
SAT	9.41	3.014	0.376**	0.416**	<b>0.727</b>
BI	14.51	4.515	0.228**	0.439**	0.232** <b>0.699</b>

Note. All the diagonal values in bold are root square of average variance extract

**Table 5**

*HTMT Ratio*

Construct	SHP	EXP	SAT	BI
SHP				
EXP	0.682			
SAT	0.221	0.358		
BI	0.510	0.647	0.431	

Note. Heterotriat monotrait ratio calculation for discriminant validity

#### 4.2 Measurement and Structural modeling

Confirmatory Factor Analysis (CFA) was calculated using AMOS to test measurement models. Due to low factor loading six items SHP3, SHP4, SHP5, SHP6, SHP7 and SHP8 were from sustainable homestay practices, two items SAT4, SAT5 from satisfaction, four items BI4, BI5, BI7 and BI8 were removed from behavioral intention. The model fit measures were used to measure the model's overall goodness of fit. CMIN/d.f =2.292 ,CFI=0.921,TLI=0.899, RMSEA=0.075,SRMR=0.060. The model fit for the construct yielded a moderate fit. (P.M. Bentler, 1990;Bentler & Hu, 1998;Hair Jr. et al., 2014;Mia et al., 2019). A structural equation model generated through AMOS was used to test relationships. A good fitting model is accepted if the value of the CMIN/df is < 5, the Tucker and Lewis index(TLI), Confirmatory Fit Index(CFI) is >0.90, an adequate fitting model is accepted if the AMOS computed value of the standardized root mean square residual (RMR), 0.05 and the root mean square error approximation (RMSEA) is between 0.05 and 0.08.((Hair Jr. et al., 2014;Bentler & Hu, 1998).The fit indices for the given model were within their respective common acceptance levels. The model for the fit indices yielded an moderate fit for the data: CMIN/df= 2.378, CFI =0.914, TLI=0.892, SRMR = 0.072 and RMSEA = 0.077.

**Table 6**

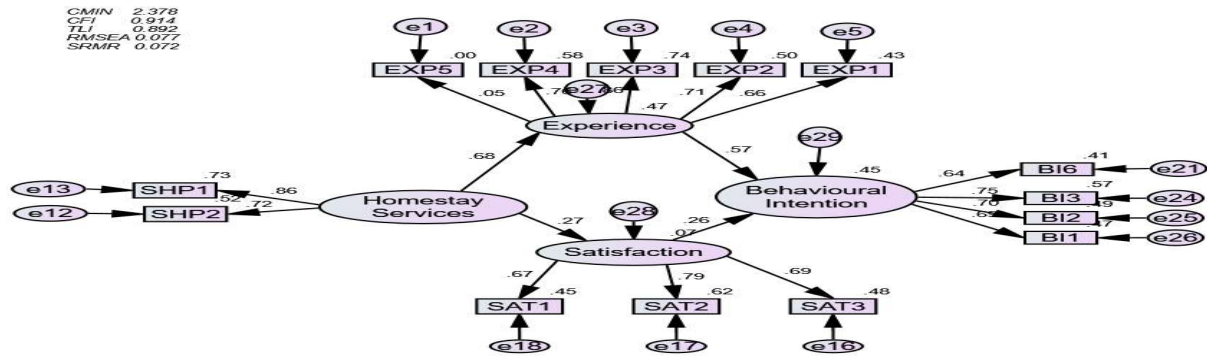
*Structural Model and Goodness of Fit Model*

Model	p-value	$\chi^2/df \leq 5.00$	CFI $\geq 0.90$	TLI $\geq 0.90$	RMSEA $\leq 0.05$ -0.08	SRMR $\leq 0.08$
Measurement	0.00	2.292	0.921	0.899	0.075	0.060
Structural	0.00	2.378	0.914	0.892	0.077	0.072

Note. Adjusted Goodness-Of-Fit statistic; CFI = comparative fit index; TLI = Tucker-Lewis index; IFI = Incremental Fit Index; RMSEA = Root Mean Square Error of Approximation

**Figure 1**

*Structural Equation Modelling*



The squared multiple correlation was 0.45 for behavioral intention which shows that 45 % variance in the behavioral intention accounted by homestay services with the mediation satisfaction and experience. The structural model in the study was not found to have a perfect fit, the reason being that it may be of inadequate sample size. For a chi square to be valid the most important assumption is sample size (N) should be sufficiently large and it is believed that fitting a large model (with many observed variables) to moderate or small samples results in biased estimate for chi-square i.e Type I error rate further, chi square test is not always the final word in assessing fit (Shi et al., 2019). It is difficult to get a non-significant chi-square for sample sizes over 200 or so even other indices suggest a decent fitting model (Usp & Winter, 2012).

**Table 7**

*Hypothesis testing*

Relationship	Standardized estimates	t stats	P-value	Decision
There is a significant positive influence of services provided by homestays and guests revisit behavioral intention.	0.335	5.449	0.000	Accepted
Satisfaction with the services of homestay influences the behavioral intention of revisit of tourists.	0.072	3.388	0.000	Accepted
Experience with the homestay's services influence the behavioral intention of revisit of tourists.	0.467	0.774	0.439	Rejected

**R Square**

Purchase Decision 0.45

**Model Fit**

CMIN/df = 2.738, CFI =0.914, TLI=0.892, SRMR = 0.072 and RMSEA = 0.077

Table 7 shows the assessment of impact of sustainable homestay practices on behavioral intention to revisit. The showed that the positive impact of sustainable homestay practices on behavioral intention to revisit was significant ( $b=0.335$ ,  $t=5.449$ ,  $p=0.000<0.05$ ) thus accepting hypothesis 1. Similarly, hypothesis 2 shows the influence of satisfaction with the services provided on behavioral intention to be significant ( $b=0.072$ ,  $t=3.388$ ,  $p=0.000<0.05$ ). However, hypothesis 3 that showed influence of experience on behavioral intention was rejected ( $b=0.467$ ,  $t=0.774$ ,  $p=0.439>0.05$ ).

**4.3 Mediation analysis**

Mediating role of satisfaction and experience on the relationship between sustainable homestay practices and behavioral intention to revisit was analyzed. Significant mediating effect of

satisfaction on the relationship of sustainable homestay services and behavioral intention was observed ( $b=0.684$ ,  $P<0.05$ ,  $VAF = 0.281$ ) accepting hypothesis with a partial mediating effect as direct effect was significant. Further, the non-significant effect of experience on the relationship between sustainable practices and behavioral intention was observed ( $b=0.070$ ,  $P>0.05$ ,  $VAF =1.057$ ) rejecting hypothesis 5 with a full mediation. Here, Partial mediation shows that sustainable homestay practices have both direct and indirect effects on a behavioral intention, the direct effect is not mediated whereas, the indirect effect is transmitted through satisfaction. Similarly full mediation is a situation where the mediating variables i.e. experience leads to zero effect between sustainable homestay practices and behavioral intention.

**Table 8**  
*Mediation Analysis*

Relationship	Total Effects	Direct Effects	Indirect Effects	VAF	Confidence Interval		conclusions
					Lower bound	Upper bound	
SHP->SAT->BI	0.2274 (0.0005)	0.1632 (0.0178)	0.0641	0.281	0.0124	0.1333	Partial Mediation
SHP->EXP->BI	0.2274 (0.0005)	-0.0132 (0.8519)	0.2405	1.057	0.1484	0.3457	Full Mediation

*Note.* Mediation analysis of green trust (GT), VAF (Indirect effect/Total Effect)

## 5. Discussion and Conclusion

Revisit behavior is considered to be the most important manifestation of loyalty (Oliver, 2010) and as per Swarbrooke (1999) cited as in Basak et al. (2021) it is impossible to achieve sustainability in tourism without tourist satisfaction. Following the notion this study used SEM to analyze the influence of sustainable homestay practices on behavioral intention to revisit with a mediation of satisfaction and experience among tourists. Findings of the study showed the significant influence of the sustainable practices of homestays and behavioral intention to revisit which projected the sensitivity of the tourist towards the sustainable practices followed by the home-based accommodations in terms of economic, cultural and environmental aspects. Similarly, the influence of satisfaction from the services was found to be significant with the behavioral intention due to which the host of the home-based accommodation should focus on the need and requirements of visitors to so that they are satisfied have an encouragement to revisit and recommend it to their friends and families. However, no significant influence of the experience that tourists gained from homestay services showed any influence with behavioral intention which may be due to the fact that individuals tend to prefer attaching more importance to their previous experience too while analyzing the experience they encounter more recently. The study also showed partial mediation of satisfaction in relationship of sustainable homestay practices and behavioral intention which shows that there is direct as well as indirect effect through mediator further enhancing the role of satisfaction in desire of revisit of tourist. Nepal is well-known for its tourist's destinations contributing a huge amount to the country's economy and homestay tourism have a bright future ahead in this perspective and may also be a viable source of income to the individuals living around the rural areas if promoted in a sustainable way (Dhungana, 2024). The motive behind the study is to shed light in the small business as homestay having an impact on behavioral intention if done in a sustainable way.

Further the mediation effect of satisfaction and experience in the stated relationship have a further knowledge if the direct influence is modified in presence of the other variables. The rural region of Nepal needs to focus more on education of individuals so that they can practice the existing and new home-based accommodations but in a sustainable way not only focused on economic advantage but also being concerned about the environmental and socio-cultural aspects making the satisfaction and experience of tourist to be good and memorable. Tourist visit homestays for the feeling of authenticity to live in a traditional way as the native of the places live however, as the homestay's business grows it loses its authentic feel (Ye et al., 2018 cited as in (Janjua et al., 2021). So, homestay operators should keep into consideration about the local cultural values while homestays are designed so that it reflects the identity and perception of rural community-based product (Lamichhane et al., 2024). The study was limited due to small sample size as well as bootstrapping could have been used to test mediation and further use of more sophisticated statistical tools would result more meaningful result. Kotler et al. (2014) emphasized intention to provide positive recommendations in measuring the future behavioral intention as a construct which could be used by future researchers for their study. As stated by Janjua et al. (2023) homestay operators in local community are behind in marketing skills particularly in branding skills. Further, researchers have made studies in CSR linking with sustainability, with brand equity but very few with branding like eco-label, eco-branding, environmental branding, experience with brand so, homestay branding is largely ignored and should be covered by future researchers too.

## 6. Implication

The result of the study contributes to the researchers, homestay operators and policymakers. Firstly, this research conceptualized a new knowledge foundation especially in homestay setting of Nepal where sustainability development and intention to revisit in Nepal is still in infancy stage. Theoretically, the findings revealed a positive and significant influence of sustainable practices of homestay and behavioral intention to revisit projecting the sensitivity of tourists towards the sustainability practices in Nepal. Practically, the findings of the study will create awareness among the homestay's services to the adaptation of sustainability to draw in more tourists and enhance their revisit intention and further recommend it to their friends and families. Further, the policymakers would be encouraged for making homestays available in Nepal to be eco-friendlier thereby, benefiting the homestay owners, community development, growth of destinations without disturbing their natural beauty as well as for economic development of the country.

## 7. Limitations and Future Research

Limitations in the study exist because of the lack of generalizability of the findings across different tourism experiences and as the scales developed for the study were adapted for homestay services having practicing sustainability results cannot be generalized for other tourism products and services. Future researchers may test the scale in other cities and countries, and it is also necessary to study the consequences of future behavioral intentions of tourists visit to homestay. Further, future researchers can conduct longitudinal study to examine the impact of sustainable practices adopted by the homestays in the long run.

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