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Keywords: *homestays, satisfaction, tourists, kandy.*

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I. Introduction

Homestay program is the most alternative program of the tourism industry. There is a new concept in the world wide but it is not yet familiar to the public. It is a community based on the tourism program, which is initiated with the objective of distributing the tourism benefits to a fair cross section of the society by preparing houses and accommodation units carrying various themes that brings out the Sri Lankan authenticity. These are located in various destinations in Sri Lanka, with suitable quality standards befitting the purpose of accommodating tourists by intending an interaction between the local communities. The creators of Homestay concept intend to give an opportunity for the tourists to experience the Sri Lankan way of life. The homestay concept directly involves the rural community in tourism which is how it becomes a major contributor to the Sri Lankan economy (SLTDA, 2019).

There are many various type of tourist come to Sri Lanka, to spend holidays, for business purposes or any other and stay for more than a day in a year. Homestays allow the tourists to stay with the local people in the same premises. Moreover, the back packer tourists were famous earlier for small accommodations. However, the number of Homestays has increased during the past period of time in Kandy area.

The concept of homestay program is providing multiple benefits to the destination country as well as it has become a tool for developing the country. Added to that, the Sri Lankan government also supports this concept as it contributes to the development of the tourism industry(Kunjuraman & Hussin, 2017). Nevertheless, when attempting the homestay concept, it affects to the customer satisfaction and destination attributes, and an attempt to customer satisfaction mainly depends on factors such as; service, facilities, security and price level.

II. Literature Review

The destination attributes are greatly influenced to tourists' satisfaction. Customer satisfaction is the key component of the tourism industry(Gnanapala, 2016).

a) Services in Homestays

Service is the most important factor of the tourism industry and the managements are more concerned about the quality improvements because the competition is higher within the industry. Accordingly, the management is concerned about the service. Once the customer gets the service, they willingly come again and again to get the good service(Suanmali, 2014). However, better service always comes with a good staff, service quality, friendliness and responsiveness. When the tourists come to the homestays, it is important that the staff is friendly and responsive to the customer's needs so as to be satisfied about their behavior. Communication skills also play as an important technical skill. Excellent communication skill is more important because customers pay not only for the product, food, rooms or any other but also for the facilities and service(Gnanapala, 2016).

b) Security in Homestay

Security is a major challenge in the homestay program. If the homestay does not have enough security it creates a negative impact to the industry (Kunjuraman & Hussin, 2017). Many researchers mention safety and security as main factors affecting to the tourism demand. When the tourists visit to their chosen destination, they are concerned about the security, especially with regard to walking at night, accommodations, staying hotel and public transport(George, 2017). When considering about the tourists' perception of the service; if there is a high crime rate, the tourists do not visit. Similarly, if the tourists feel unsafe in a destination they do like to visit, there is a

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possibility that they do not recommend it to others(George, 2017).

c) Facilities in Homestay

Facilitates should be developed to get the higher demand for the tourism industry. The improvement of facilities depends on the growth and development of the tourism. Therefore, it is important to identify the tourists' perception and satisfaction with regard to the quality and safety of roads, traffics, banking service, internet, IID facilities, custom and air service(Gnanapala, 2016).

Accordingly, the facilities include the electricity supply, clean water, poor telecommunication, health care and secondary school. These things are very important to homestay program in order to satisfy the customers as homestay operators and local leaders always try to give required facility to their customers(Kunjuraman & Hussin, 2017).

d) Price Level in Homestay

The price level affects the homestay industry in many ways depending on the customer requirement as when and where to stay. The tourism industry identifies two kinds of travelers. There are price intensive travelers and upper market travelers. Accordingly, when they visit, they consider about these variations because sometimes the price is different from place to place. However, if they have the ability they are willing to pay and spend the holiday (Gnanapala, 2016).

According to Lanka(2015), there are nine factors which affect to the tourists' satisfaction, such as; accommodation, food and beverage, guide service, climate, tourist attraction, price levels, people and staff, safety and security and infrastructure facilities. Moreover, there is a positive relationship between those factors with the tourists' satisfaction. Thus, this research finds out accommodations, guide services and infrastructure facilities as minimally contributing to the tourists' satisfaction; and food and beverage, climate, tourist attraction, price level, people and staff, safety and security as contributing more to the satisfaction of tourists.

Tourists perceive value and satisfaction in community based homestays. The research mentions that there is a strong positive relationship which affects to the perceived value of homestay on their satisfaction. Meaning that, it benefits to outweigh the costs of having used. If the cost outweighs the benefits the customers are dissatisfied, thus, they do not recommend it to others and unlikely to reuse the homestay service. Therefore, in order to get the positive impression of the customer, the homestay should be comfortable, clean, accessible, peaceful, and enjoyable and also the price should be reasonable (Shahrivar, 2016).

This research article examined the relationship between the tourists' satisfaction and destination attributes. Hence, the factors affecting the satisfaction of tourists can be identified as; demographic characteristics, cultural characteristics and travel characteristic. Accordingly, the research respondents are dissatisfied about the safety and security. Safety and security is one of the basic expectations of the tourists. If it is not, the tourists are less likely to visit, which stresses on the fact that the government should provide facilities with regard to the safety and inform about the country to the local people and provide the opportunities to them to increase the tourists' satisfaction.

Better pricing of goods and service is more important to improve the image of the destination. Therefore, the government must provide economical services and facilities to established tourists' satisfaction.

According to Gnanapala (2016), the destination selection process is greatly influenced by the tourists' motives, attitudes and perceptions. Moreover, this research paper states that the Asian tourists were satisfied with the price level, food and beverage, hospitality, accommodation, entertainment facilities, location, transportation, and safety and security. Added to that, an Egyptian research investigates the factors affecting to the customer satisfaction and thus identifies that the tourists are satisfied with the price level and service accommodation. However, the majority of tourists are satisfied with tourism in Egypt as evident by the given ratings; good 70%, weak 18%, and 11%.

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e) Conceptual Framework

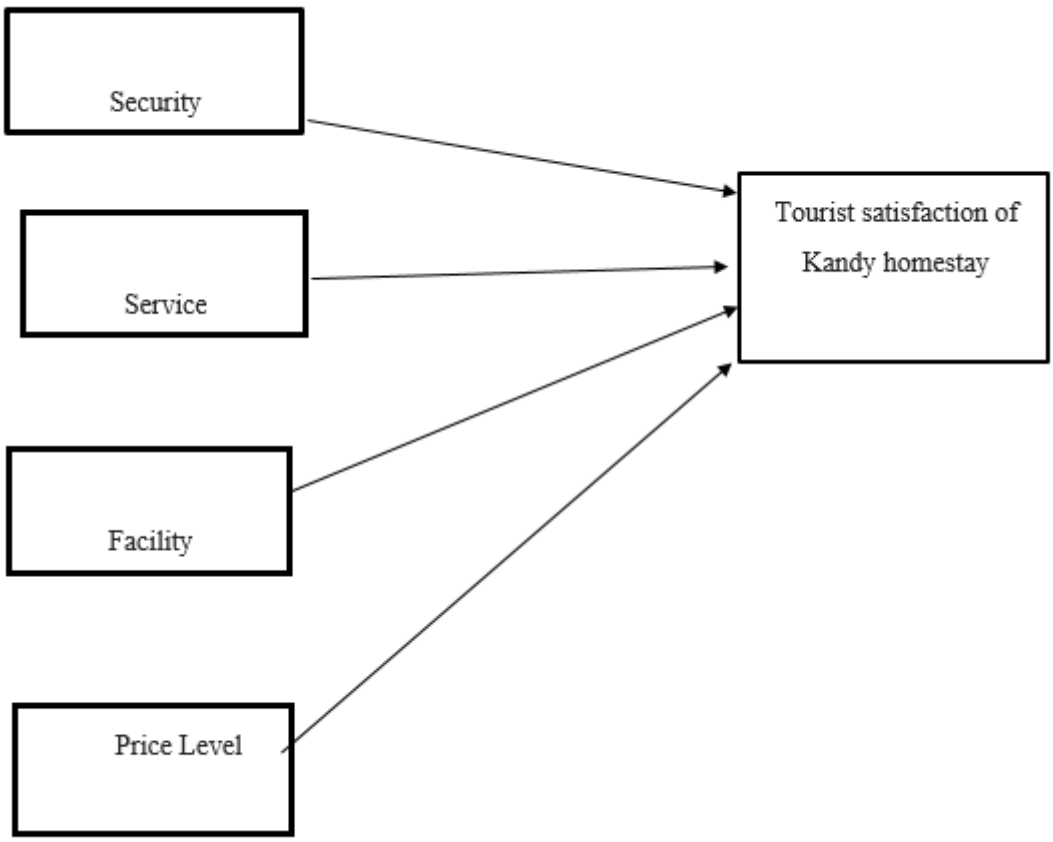

Figure 1

III. Significance of the Study

The research can be used to get knowledge about the tourism industry for a student who is studying in the field of hospitality. This study will be beneficial for the student who follow hotel management and for entrepreneurs who wish to start homestay concept. They can get knowledge about current statistics of tourism, different type of accommodation and satisfaction theories related to the hotel industry, Further students can improve their analytical skills by referring to methodology part of this research.

The Homestay is a new concept of Sri Lankan tourism but it is expected to continue with the support of SLTDA. Thus, this study could be applied to investigate what factors would motivate tourists to choose homestays in Sri Lanka and to predict tourists' overall satisfaction based on the hypotheses selected. The research is related to boost the industry of tourism in Sri Lanka. There are many research studies related to hotel industry of Sri Lanka. However, the Research studies focusing on tourism and home stay are very rare. Therefore, this research will be useful for new entrepreneurs who wish to start businesses in this field as well as the present owners to improve their service standards by using the outcomes of the research.

a) Summary

This research provides an introduction, problems, objectives and literature review to match with the scope of this research. In addition, the research describes how the conceptual model is explained and presents the relationship between destination attributes and tourists satisfaction.

b) Limitation

Nowadays there is a huge demand for homestays in Sri Lanka, however, this study is limited only to 300 participants. Nevertheless, in the past, research studies have been conducted with300 respondents(Lanka, 2015). Since, this research study is based on homestays in Kandy, the sample profile is tourists who visited Kandy during the months of April, May and June in 2019. When it comes to the sampling methods used, convenient sampling method was selected to collect data. Moreover, 300 questionnaire papers were distributed among five homestays in Kandy area. Financial resources were reserved to print questionnaires, to collect the data from homestays and for travelling purposes in this study. It is important to note that this study will only incorporate primary data.

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