

A study on Tourist's perception about Homestay services at Coorg

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Abstract

Homestay is the alternative accommodation facilities available in tourism destinations. Homestay is familiar at global level. According to Homestay.com, the global level market for homestay is estimated to be valued at \$15 billion. In India, people prefer to travel and explore the all kinds of destinations homestay is becoming a more of preferred accommodation. The number of homestays gone up from less than 100 in 2004 to 10,000 in 2016 with the highest number in Kodagu, Chikkamagaluru, Shivammoga and Hassan. More than 3000 homestays are available in Malnad region of Karnataka. Other than Malnad, homestays also operate in Belagavi, Dharwad, Ballari and Bangaluru rural. The major reason to choose homestay accommodation by the tourists is enjoy the fresh air, greenery and ambience of home, to taste the traditional food, understand the culture of the destination and cost of food and accommodation. The study focuses on the perception of tourist's visiting Coorg about the quality facilities available at homestays. The focusses on profile of tourists, facilities, quality services of Home stays in Coorg and finally attempt to provide good suggestions for the better operation of Homestays.

Keywords: Homestay, Quality service, Tourism facilities, Culture, Transport, Hygiene and cleanliness.

I Introduction

Homestay is the alternative accommodation facilities available in tourism destinations. Homestay is familiar at global level. According to Homestay.com, the global level market for homestay is estimated to be valued at \$15 billionⁱ. In India, people prefer to travel and explore the all kinds of destinations homestay is becoming a more of preferred accommodation. Keeping this trend in view Ministry of Tourism decided to increase the number of such accommodation options and thus provide travelers with clean and affordable homestays in tourist destinations across the countryⁱⁱ.

The concept of homestay is to make the tourists to understand the culture of the destination, visiting the tourist attraction with the help of Homestay operators. Home stays are part of the operator's house portion, where in 3 to 5 rooms are available for the tourist on rental basis. The operators arrange food, accommodation, and travel arrangement for local visits for the tourists. It provides an opportunity to live with family, observing their culture and traditions closely, eating and relaxing with them to make tourism perfect. ⁱⁱⁱThe number of homestays gone up from less than 100 in 2004 to 10,000 in 2016 with the highest number in Kodagu, Chikkamagaluru, Shivammoga and Hassan. More than 3000 homestays are available in Malnad region of Karnataka. Other than Malnad, homestays also operate in Belagavi, Dharwad, Ballari and Bangaluru rural. The major reason to choose homestay accommodation by the tourists is enjoy the fresh air, greenery and ambience of home, to taste the traditional food, understand the culture of the destination and cost of food and accommodation. The study focuses on the perception of tourist's visiting Coorg about the quality facilities available at homestays.

1.0 Objectives:

To assess the profile of the tourist staying in Homestay facilities at Coorg.

To analyze the tourist's opinion about facilities available at Homestay.

To assess the overall quality of service provided by the Home stay operators.

To provide better suggestions for improvement of Homestay services to visitors.

1.1 Scope of the study

This study focuses on tourists visiting and staying in Homestay. The study covers the facilities available in Homestay, cleanliness and hygiene and tourist satisfaction. It tries to provide valuable suggestion for the home stay operations.

1.2 Methodology

The study is descriptive one and based on the data collected from tourists staying in Homestays. Primary data is collected from the tourists by researcher through a sample survey. Secondary data is also collected from various related websites, official documents, journals, magazines and books.

1.3 Sample Design

The study involves a survey of selected sample of 100 tourists visited and stayed in Coorg. Unrestricted, non-probability convenience sampling technique has been applied in the research study. For the purpose of the study, tourists from different states have been selected.

1.4 Analysis and Interpretation

1.4.1 Perception of Tourist using Home stay in Coorg

Coorg is nature tourism place in southern part of Karnataka state. It is located in the Western Ghats, 110 km from the city of Mysore. More than 10 lakh of people are visiting this place every year from various parts of our country, mostly from the city of Bangalore and Kerala. Though various accommodation facilities are available in Coorg, some section of tourists chooses Home stay as their accommodation, which is famous in Coorg region. To understand the perception of the tourists using home stay facilities and assess their feelings about quality of service, a research was conducted. A questionnaire was framed and provided to the 100 visitors. The results of the study are as follows:

1.4.2 Profile of the tourists:

Sex: Majority (68 percent) of the tourists are male. It is inferred that male are interested in visiting this place.

Age: Regarding the age, majority (70 percent) of the visitor's age is between 25 and 45 years.

Education: Majority (52 percent) of the visitors are graduates. It is observed that educated are willing to travel to nature tourism places.

Occupation: Regarding the occupation of the most (52 percent) of the tourists are private employees.

Monthly Income: Most of the tourist monthly income level is between 20000 and 40000.

Type accommodation chosen by visitors: In Home stay accommodation types available are single bed room, double bed room and dormitory. Most of the visitors prefer double bed room followed by dormitory.

Accompanied person: Majority (51 percent) of the tourist comes as group followed by as a couple.

Purpose of visit: Regarding the purpose of the visit, majority (97 percent) of the visitor are come for leisure purpose.

Number of days stayed in Home stay: Majority (65 percent) of the visitors stays two days.

Reason for choosing Home stay: The study attempts to find out the reason for choosing Home stay in Coorg. The main reason includes "authentic socio-cultural experience", "security and warmth of the home", "economic and cheap price", "environmental preservation" and "Educational knowledge".

Sl.no	Motivational factors	Ranking number
1	Authentic socio-cultural experience	2
2	Security and warmth of Home	5
3	Economic and cheap price	1
4	Educational / knowledge acquisition	4
5	Environmental preservation	3

Table 1 Reason for choosing homestay Source: Primary data

Observing the above table, it seen that respondents have given the first rank to “ Economic and cheap price”, followed by “Authentic socio-cultural experience”, “Environmental preservation”, “ Knowledge acquisition” and “security and warmth of home. It is observed that economic and cheap price is the main reason for choosing home stay by the tourists.

1.4.3 Local Transportation

The study analyses the mode of transport used by the tourists within Coorg. Of the 100 tourists surveyed, 18 per cent used their own vehicle, 45 percent used rental car and remaining used auto for visiting tourists places.

Particulars	No. of Tourists	Percentage
own vehicle	18	18
Rental car	45	45
Auto	37	37
Total	100	100

Table 2 Local transport Source: Primary data

The study shows that majority of the tourists used Auto and rental car for local visits. Local transport facility plays a major role in the promotion and development of tourism.

1.4.4 Opinion about the facilities in Home stay

Facilities	OPINION										Total	Rank
	Very good (5)		Good (4)		Moderate (3)		Poor (2)		Very poor (1)			
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score		
Local transport	0	0	10	40	25	75	35	70	30	30	215	5
Security	0	0	5	20	50	150	34	68	11	11	249	3
Cleanliness	0	0	5	20	25	75	40	80	30	30	205	7
Food	0	0	15	60	51	153	10	20	24	24	257	2
Guest Room	0	0	10	40	32	96	44	88	14	14	238	4

Host Interaction	0	0	0	0	23	69	59	118	18	18	205	6
Parking	0	0	0	0	19	57	60	120	21	21	198	7
Cost of accommodation	11	55	17	68	55	165	17	34	0	0	322	1

Table 3Opinion about the facilities in home stay:Source: Primary data

The facilities in Home stay includes Local Transport, parking, security, guest room, food, cleanliness, host interaction and cost of accommodation. Cost of accommodation at home stay scored highest points (322) and ranks first followed by “Food” (257 points), “Security” (249 points), “Guest Room” (238 points) “Local Transport” (215 points), “Host Interaction” (205 points) and “parking ” (198 points). From the table it is inferred that the parking, host interaction and cleanliness are need attention.

1.4.5 Opinion about general image of home stay

The opinion about the home stay includes staff at the home stay, image and popularity of the destination and the natural environment in the home stay.

Particulars	Opinion about Home stay										Total No	Total Score	Rank
	SA(5)		A (4)		MA (3)		DA (2)		HDA (1)				
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score			
Most people have positive opinion about the home stay	72	360	12	48	16	48					100	456	1
Host at the home stay are friendly towards guests	40	200	28	112	32	96					100	408	4
Home stay has unique image	30	150	60	240	6	12	4	8			100	410	3
Home stay is popular	44	220	40	160	16	48					100	428	2
Host are always put guest first	24	120	36	144	36	108	4	8			100	380	5

Table 4Opinion about home staySource: Primary data

The opinion “ most people have positive opinion about the home stay” scored highest points (456) followed by “Home stay is popular” scored 428 points, “Home stay has unique image” scored 410 points, “Staff at the home stay are friendly towards guests” scored 408 points, “Staff at the home stay always put guest first” scored 380.

1.4.6 Quality of the Home stay

Quality is the relationship between requirements and actual performance. It is the difference between what we expect and what we get. Quality helps us difference between good and bad, tolerable and intolerable. Quality is based on values and it is expressed by varieties.

Home stay quality is a complex and faceted phenomenon that is perceived and evaluated by the client through several factors, including the quality of destination, the quality of accommodation, transport, food, services etc. Of the hundred tourists surveyed, 15 per of the respondents felt the quality of home stay is excellent, 55 per cent felt the quality of home stay is good, 20 percent felt moderate and remaining 20 per cent felt poor.

Particulars	No. of Tourists	Percentage
Excellent	15	15
Good	55	55
Moderate	20	20
Poor	10	10
Very poor	0	0
Total	100	100

Table 5Quality of home staySource: Primary data

From the above table it is observed that majority of the respondents felt good about the quality of Home stay.

1.4.7 AGREE WITH THE FOLLOWING STATEMENTS

The tourists have given their consent about the home stay for the statement like I am pleased that I decided to visit this home stay, The visit to this home stay exceeded my expectations, I will recommend this home stay to my friends and colleagues and I feel at home in this home stay. The statement “I am pleased that I decided to visit this home stay” scored highest points 420, followed by “The visit to this home stay exceeded my expectations” scored 356 points “I will recommend this home stay to my friends and colleagues” scored 354 points, and “I feel at home in this home stay” scored 344 points.

Particulars	Agree with statements										Total No.	Total Score	Rank
	Completely Agree(5)		Agree (4)		Moderately Agree (3)		Disagree (2)		Compl etely Disagr ee (1)				
	No	Score	No.	Score	No.	Score	No.	Score	Number	Score			
I am pleased that I decided to stay at home stay.	36	180	47	188	17	51	0	0	0	0	100	419	1
The stay at this home stay exceeded my expectations	28	140	42	168	27	81	3	6	0	0	100	395	2
I will recommend this home stay to my friends and colleagues.	27	135	41	164	30	90	2	4	0	0	100	393	3
I feel at home in this home stay.	15	75	25	100	48	144	12	24	0	0	100	343	4

Table 6Agree with statementsSource: Primary data

From the table it is observed that the tourists have agreed that the home stay exceeded their expectation and they will recommend this home stay to their friends and relatives and colleagues.

V Findings

- Majority (68 percent) of the tourists are male. It is inferred that male are interested in visiting this place.
- Regarding the age, majority (70 percent) of the visitor's age is between 25 and 45 years.
- Majority (52 percent) of the visitors are graduates. It is observed that educated are willing to travel to nature tourism places.
- Regarding the occupation most (52 percent) of the tourists are private employees.
- Most of the tourist monthly income level is between 20000 and 40000.
- In Home stay accommodation types available are single bed room, double bed room and dormitory. Most of the visitors prefer double bed room followed by dormitory.
- Accompanied person: Majority (51 percent) of the tourist comes as group followed by as a couple.
- Purpose of visit: Regarding the purpose of the visit, majority (97 percent) of the visitor are come for leisure purpose.
- Number of days stayed in Home stay: Majority (65 percent) of the visitors stays two days.
- The reason for choosing the Homestay, respondents have given the first rank to "Economic and cheap price", followed by "Authentic socio-cultural experience", "Environmental preservation", "Knowledge acquisition" and "security and warmth of home. It is observed that economic and cheap price is the main reason for choosing home stay by the tourists.
- Majority of the tourists used Auto and rental car for local visits. Local transport facility plays a major role in the promotion and development of tourism.
- The facilities in Home stay, the tourists have given their opinion "most people have positive opinion about the home stay" scored highest points (456) followed by "Home stay is popular" scored 428 points, "Home stay has unique image" scored 410 points, "Staff at the home stay are friendly towards guests" scored 408 points, "Staff at the home stay always put guest first" scored 380 .
- The general image of the Homestay includes local Transport, parking, security, guest room, food, cleanliness, host interaction and cost of accommodation. Cost of accommodation at home stay scored highest points (322) and ranks first followed by "Food" (257 points), "Security" (249 points), "Guest Room" (238 points) "Local Transport" (215 points), "Host Interaction" (205 points) and "parking" (198 points). From the table it is inferred that the parking, host interaction and cleanliness are need attention.
- Majority of the respondents felt good about the quality of Home stay.
- The tourists have agreed that the home stay exceeded their expectation and they will recommend this home stay to their friends and relatives and colleagues.

VI Recommendations

- ✓ An exclusive website has to be designed to create awareness about the home stay facilities and through which reliability has be built in the minds of tourists for choosing Homestay.
- ✓ Cleanliness and Hygiene has to be improved in the Homestay to increase the level of satisfaction of the visitors.
- ✓ A video about the destination attractions, specialties and culture of the Coorg has to be shown to the guests to have better understanding about the Coorg and to have better tourism planning.
- ✓ Local transport arrangement has to be made by the Home stay operators to ease the tourists.
- ✓ Local cultural dance can be arranged to the tourists during night along bonfire.
- ✓ The district administration has to provide training for the homestay operators to strengthen their services to the guests.
- ✓ Through the tourism department, an advertisement on Home stay facilities has to be circulated to the all government departments to attract government employees to Coorg.

VII Conclusion

Home Stay is good alternative and cost effective accommodation and tourists started accepting these facilities in tourism destination. In Karnataka, Coorg region has got more number of Homestays and gaining popularity. Since Coorg is attracting

more than twenty lakhs of tourists every year, the opportunity for Homestay business is high. By implementing the recommendations suggested in this research, the Home stay business in the Coorg can be getting improved.

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