

# Emerging Trends and Insights in Homestay Tourism: Quantitative Analysis and Future Agenda

Sahil Gautam\* and Suman Sharma\*

## Abstract

Homestay tourism plays a significant role as an alternative accommodation that supports community-based development. The study provides a comprehensive bibliometric assessment of 397 publications on homestay tourism extracted from the Scopus database. Performance indicators used to highlight the publication trend, leading author, country and journals. Science mapping helps to identify the intellectual and thematic structure. The findings indicate a steady rise in homestay-related publications, strongly contributed by Asian countries and journals focusing on sustainability, intercultural learning, and destination management. Prominent themes include tourism development, rural and community-based tourism, sustainability, eco-tourism and tourist behaviour alongside a newer interest in resilience and livelihood outcomes. The study shows how homestay research has evolved over time and identifies areas where further theoretical development and comparative work are required to support the sustainable expansion of homestay tourism.

**Keywords:** Homestay, Tourism development, Bibliometric Analysis, Science Mapping and VOSviewer.

## 1. Introduction

Homestay is an emerging concept in tourism, where local residents offer accommodations within their own homes, providing travellers an opportunity to experience the host community's culture and traditions, thereby enriching their overall travel experience. As the tourism industry grows, homestays become a more and more popular concept because of the change in tourist travel patterns (Agyeiwaah, E. 2013). Tourists all over the world travel away from city chaos in search of peace, relaxation and rejuvenation. Homestay tourism provides an alternative accommodation

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\* Central University of Himachal Pradesh Dharamshala, Himachal Pradesh, India; Sahilgautam92@gmail.com; suman.tourism@gmail.com

option to tourists in search of a natural environment (Asyraff et al., 2024). Homestay tourism has mainly focused on community upliftment in the particular area. The main focus of the homestay tourism is to draw tourists from posh and crowded areas to rural areas. Homestay is an alternative type of accommodation where tourists live part of their journey and enjoy the culture, tradition, cuisine, and architecture of the land (Yasami et al., 2017). The term homestay was first used in 1954. Roger M Baty was the first to study the term homestay, and his work was recognised and published in 1977 (Farthing, 1997). The concept of Homestay is known for environmental and cultural exchange, enabling locals to earn a living (Bansal et al., 2024). Different countries used the Homestay concept differently, such as Australia, which relates the homestay to Farmstay, Canada, which associated it with cultural exchange, and Japan, which linked it with educational homestay (Acharya, 2018).

In Tourism, the homestay is an emerging trend where tourists stay with host families in their native environment, benefiting the local resident community directly and also enhancing the experiences and pleasure of visitors (Acharya et al., 2013). The homestay program has a significant impact on the socioeconomic status to maintain stability. Homestay Tourism is also beneficial in terms of seasonal stability, as there is consistent demand for homestays throughout the year and reduced underuse during the low season. So, a homestay offers an exceptional opportunity to gain native knowledge and potential for interaction with the host family. Several stakeholders, including government agencies, educational institutions, and the community, are interested in utilising tourism as an opportunity to support the local population in establishing their own businesses and improving economic standards (Roxas et al., 2020). It offers opportunities to explore new and lesser-known places, as government initiatives have helped promote emerging tourist destinations while also creating alternative income sources for rural communities (Kafle & Bahuguna, 2023). This will not only provide monetary benefits to locals but also promote their local art, culture, architecture, traditions, and cuisine (Chatterjee, 2024). It will also facilitate host-guest interaction, allowing tourists to closely experience the daily life routine. Currently, the government plays an active role in promoting homestay tourism, which also increases economic activities in a particular area. Furthermore, the combination of qualitative methods with bibliometric results presents an opportunity to understand the interaction between tourists and hosts. Hence, there is a need for a comprehensive study that provides an overview of existing research on homestays to understand the significant role of homestay tourism in the field. Thus, the present study employs bibliometric analysis to understand the phenomena of homestay tourism by focusing on publication trends, prolific authors, country, journal, and trending topics.

The purpose of the study is to identify the emerging areas in the context of Homestay, using bibliometric analysis, which includes co-citation analysis, keyword analysis by all keywords, and many other techniques. The following are the research questions of the study:

RQ1. What is the frequency of publication across authors' preferred outlets, annual publication patterns, most prolific authors, leading journals and country-wise publications?

RQ2. What key research themes and emerging trends have been identified by scholars in the field of homestay?

This combined analysis enables researchers, policymakers, and tourism practitioners to identify research gaps and set upcoming research plans, thereby smoothing the sustainable development of homestay tourism. The study was organised into six sections: Section two includes the literature review. The third section covered the research methodology along with the research objectives. In the fourth section, performance analysis and science mapping are discussed, respectively. The last section includes the conclusion, implications and limitations of the study.

## 2. Review of Literature

Homestays offer accommodation in which guests stay with the host family, where guests are aware of local culture, tradition, cuisine and the authentic way compared with the hotel (Agarwal & Mehra, 2019). Particularly in rural and culturally rich areas, homestay tourism has become an important component of alternative tourism. It offers travellers a memorable cultural experience and contributes to the socio-economic development of host communities (Kontogeorgopoulos, 2017). The concept of homestays is deeply linked with community-based tourism (CBT), highlighting local participation, cultural exchange and lifestyle (Pasanchay & Schott, 2021). Existing studies primarily focused on the socio-cultural implications of homestays, such as Scheyvens (1999) and Asyraff et al. (2024), who examined empowerment through tourism and highlighted how homestays can enhance community identity and resilience. More recent work has explored economic contributions, such as Shahudin et al. (2017) and Yong et al. (2024), who examined the income-generating potential of Malaysian homestay programs. Likewise, the use of digital platforms to advertise homestays has been a growing topic of interest (Anuar & Qian, 2024). Ibrahim et al. (2010) measure the role of homestays in economic growth and create jobs in rural areas. Lim et al. (2023) reveal that young adults are more interested in rural homestays. Janjua et al. (2021) have analysed research trends throughout the domain of homestay, which has recently become an area of significant focus for both policymakers and researchers as a key step in homestay tourism. (Anoop et al., 2023) This paper suggests that tourists should choose homestays

over traditional accommodations, and also encourages homestay owners and private players to enhance tourist satisfaction and develop effective strategies for growing this sector. Cakmakoglu & Koc (2024) conducted a bibliometric analysis on homestay tourism from 2002 to 2022, highlighting the publication trends, collaborative patterns and intellectual trends in the homestay field. Cakmakoglu Arici & Koc (2024) focus on the growth and development of the homestay tourism, indicating that it promotes sustainable tourism, cultural conservation and local economic growth. However, studies using bibliometric analysis in this field are still rare. This shows a gap in understanding research trends, collaboration networks and future directions specific to homestays. Therefore, a bibliometric analysis of homestay research is timely and necessary to support the growth of this type of alternative tourism sector. The above studies highlight homestay tourism as a growing topic of research.

### **3. Research Methodology**

Bibliometrics is a useful tool that can be utilised to quantify the overall production of findings from studies and record the vast depth of information on a subject (Choudhary et al., 2024; Kaundal et al., 2023). Performance analysis was the first method used for analysis. The technique takes into account the vast research work dedicated to a specific area. In identifying the top productive authors, journals, countries, and most important articles, the authors utilised publication trends by year, focusing on the most productive authors, countries, and journals (Singh et al., 2025; Bhatia et al., 2024). Science mapping was another analysis technique employed, which helps in measuring the relationship between various research elements. As part of scientific mapping, the author employed two visualisation tools in addition to conducting theme analysis, co-occurrence analysis, and co-citation analysis (VOS viewer and R Studio). In this VOS viewer (Visualisation of Similarities), the authors perform visual analyses of citations, co-citations, and co-occurrences. The most important feature of the VOS viewer is that it clearly presents large bibliometric maps. The document was further examined using RStudio software and Biblioshiny. For keyword networking, the VOS viewer has been used.

The study employs a bibliometric approach to analyse research patterns in homestay tourism, based on the “PRISMA” protocol designed to ensure a systematic and transparent research process. Data were retrieved on January 24, 2025, from Scopus, due to its broad coverage of peer-reviewed scholarly literature. An initial title-based search using the keyword “Homestay” returned 607 articles. Inclusion criteria were subsequently applied to filter the dataset, limiting the scope to publications in social science, business management, environmental studies, and multidisciplinary subject categories, as well as documents in their final publication stage, articles,

and review papers, all in English-language sources. The final 349 articles are considered for a thorough bibliometric analysis. The dataset was analysed using bibliometric tools, such as VOSviewer and Biblioshiny (R-package), to map and visualise the results. This rigorous methodology provides an in-depth and systematic appraisal of the scholarly literature on homestay tourism, uncovering significant research patterns, thematic evolutions, and scholarly collaborations.

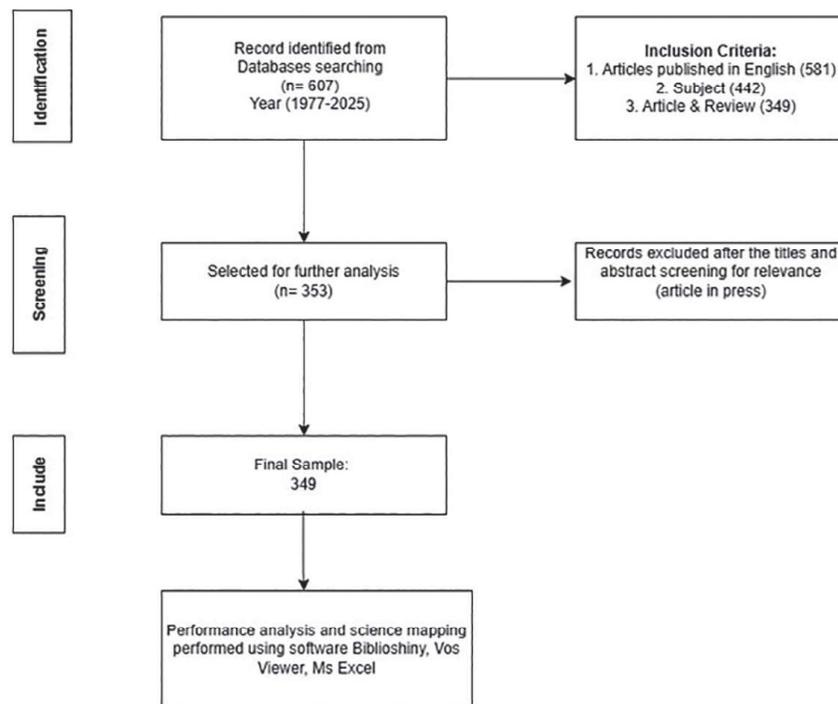
The search query was created with the keyword "Homestay". The dataset was derived from Scopus on 24 January 2025. The keyword of the search was "Homestay". Thus, the search key includes "TITLE-ABS-KEY ("Homestay") AND (LIMIT-TO (SUBJAREA, "SOCI") OR LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "ENVI") OR LIMIT-TO (SUBJAREA, "MULT")) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re")) AND (LIMIT-TO (PUBSTAGE, "final")) AND (LIMIT-TO (LANGUAGE, "English"))" was used to retrieve the data.

After doing a keyword search in the second stage, 607 papers were identified in the Scopus database. The next phase was narrowing the scope of the search, utilising specified filters. During the "final" publishing phase in the source "Journal," the document type was specified as "Article" and "Review." We narrowed our focus to only four subjects, i.e. "Social sciences", "Business, management and accounting", "Environment science" and "Multidisciplinary", as they constitute almost all of the homestay publications. Finally, the Scopus database was used to get a set of 349 papers that will be analysed and interpreted further.

The study systematically examines the field by annual publication, identifies the prolific authors, determines the most relevant journal, assesses country-wise contributions and evaluates the most highly cited articles. Author and country influence were evaluated using indicators obtained from the Scopus database. These indicators included the number of publications, total citations, and h-index values. The citation impact of a publication is determined by dividing the number of citations by the number of articles. The h-index, also known as the Hirsh index, evaluates the academic productivity of an individual researcher, encompassing both the quantity and visibility of their research publications. Citation counts and h-index values were retrieved directly from Scopus at the time of data collection. Citation count represents the total number of citations received by publications in the dataset. The h-index was calculated by Scopus based on the publications included in this dataset, meaning that the reported h-index values are dataset-specific and do not represent overall career h-index values.

Another important technique used in this study was science mapping, which measures the relationships between the constituents. In this study, the authors have performed co-occurrence analysis, word cloud and

trending topics analysis to explore the collaboration pattern and intellectual structures among the researcher constituents. The clustering analysis was carried out using VOSviewer's built-in clustering algorithm, developed by van Eck and Waltman (2010). Items with stronger connections are placed closer together, and clusters are formed by maximising similarity within clusters and minimising similarity between clusters. The default clustering settings in VOSviewer were used. The visualisation was generated with two software, VOSviewer and RStudio.



**Figure 1:** Framework for research design

**Source:** Created by authors

## 4. Analysis

### 4.1. Performance Analysis

Table 1 was extracted using Biblioshiny software and gives a descriptive summary of the Scopus file. We found it for our research investigation on January 24, 2025, after applying different filters. The first work was published in 1977, during the time span of our analysis, which runs from 1977 to 2025. The compiled result consists of a total of 203 sources (journals) and 349 documents (articles). The yearly growth rate is above 3% (due to its niche focus, shifting priorities toward emerging tourism trends), and the average citation per document is more than 10%.

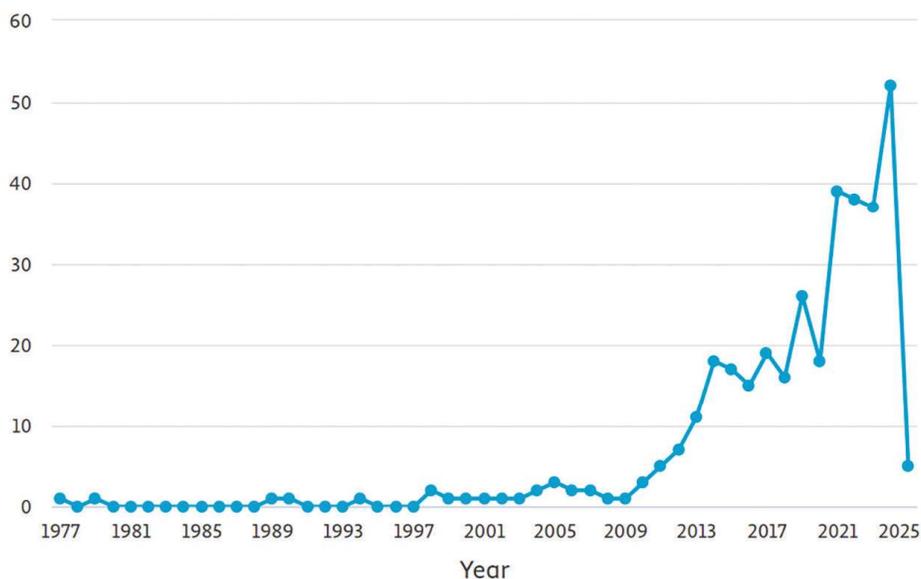
**Table 1:** Descriptive Statistics

Information about the data Description	Result
Time period	1977-2025
Reference Journal	203
Documents (Articles)	349
Annual Growth Rate	3.41
Document Average	6.66
Average citation per document	14.34
Article review	349

**Source:** Data was collected from Scopus and analysed in RStudio

#### 4.2. Annual Publications

The figure below gives a brief outline of the publication's yearly report in the area of Homestay. **Figure 1** highlights the publication trends at different stages. The initial phase spanned from 1977 to 1993, during which research on homestays emerged. The second stage showed moderate development in research within the topic from 1993 to 2009. Ultimately, following the last stage, which began in 2010, the quantity of publications experienced a significant increase. Furthermore, the data illustrates that the majority of publications were released during the last period, specifically from 2010 to 2025.

**Figure 2:** Publication trend in the field of homestay

**Source(s):** Author Compilation, Figure extracted from Biblioshiny

#### 4.3. Most Profilic Author

In the area of homestays, researchers made significant contributions to the field. The data obtained from Scopus indicates that the most renowned

academicians are those with the highest number of publications. Table 2 showcases the list of authors who have contributed at least one publication to the domain of homestay. 160 authors published 256 documents. 44 authors published 1 document, 85 authors published 2 documents, 21 authors published 3 documents, 7 authors published 4 documents, and Bachok, S. wrote 5 papers and only Kayat, K. wrote 7 documents on Homestay. The most prominent author is Kayat, K., with a citation of 107 and an h-index of 5.

**Table 2:** Top authors in the field of Homestay

Rank	Author	No. of paper	Citation	h-index
1	Kayat, K.	7	107	5
2	Bachok, S.	5	21	3
3	Agyeiwaah, E.	4	53	4
4	Amin, A.	4	31	3
5	Kinging, C.	4	98	4
6	Lynch, P.	4	225	4
7	Maneenetr, T.	4	14	3
8	Rahman, S.A.A.	4	14	3
9	Tran, T.H.	4	14	3
10	Akyeampong, O.	3	37	3

**Source:** *Extracted from the Scopus database*

#### 4.4. Most Relevant Journal Sources

In Table 3, we have the top 10 journals relevant to “Homestay”. The leading journal from which articles are published is “SUSTAINABILITY (SWITZERLAND)”, which has 19 articles. Journal “FOREIGN LANGUAGE ANNALS” is ranked second among the top 10 journals on the list, with a total of 13 published articles. Journal “PLANNING MALAYSIA” has published 9 articles which have been published. The remaining journals also have fewer than 9 articles published.

**Table 3:** Top ten journals in the field of homestay

Sources	Articles
Sustainability (Switzerland)	19
Foreign Language Annals	13
Planning Malaysia	9
Journal Of Hospitality and Tourism Management	8
Advanced Science Letters	7
Asian Social Science	5
International Journal of Intercultural Relations	5
Mediterranean Journal of Social Sciences	5
PLOS One	5
Study Abroad Research in Second Language Acquisition and International Education	5

**Source:** *Extracted from the Scopus database*

#### 4.5. Country-wise Contributions

Table 4 presents countries in descending order, ranked by the quantity of published articles in each respective nation. The publications' rankings, citations, and h-index have been compiled. The Malaysian researcher wrote the most papers, 97 in total, which were cited 1,215 times, resulting in an H-index of 18. The United States of America is next in line as the second most productive nation, with 52 documents and the highest number of citations and h-index in the top ten countries, i.e., 1496.23. China and India score the third and fourth position in the table, i.e., documents (43 and 39), citations (442 and 377) and H-index (12 and 9). In the table below, we observed that developing countries are competing with developed countries, and the contribution of emerging economies is improving; their contribution also increases over time.

**Table 4:** Country-wise publication in the field of homestay

Rank	Country	Document	Citation	H-index
1	Malaysia	97	1215	18
2	United States	52	1496	23
3	China	43	442	12
4	India	39	377	9
5	Thailand	31	306	7
6	Australia	15	224	10
7	Canada	15	328	7
8	Indonesia	15	72	4
9	United Kingdom	15	424	9
10	Japan	12	98	6

Source: Extracted from the R Studio

#### 4.6. Most Cited Articles

The table below presents countries ranked by the largest number of publications in descending order, with rankings based on the quantity of papers published in each country. Additionally, the rankings, citations, and h-index of the papers have been evaluated. The Malaysian researcher contributed the topmost number of documents overall, i.e., 97, with a citation count of 1215 and an H-index of 18. The United States of America is next in line as the second most productive nation, with 52 documents and the highest number of citations and h-index in the top ten countries, i.e., 1496.23. China and India score the third and fourth position in the table, i.e., documents (43 and 39), citations (442 and 377) and H-index (12 and 9). In the above table, we saw that developing countries are competing with developed countries, and the contribution of emerging economies is improving; their contribution also increases over time.

Table 5 highlights the top 10 most cited and influential publications on homestay tourism, as determined by their citations. In terms of total citations, the article “Customised Authenticity Begins at Home” by Wang (2007), published in the *Annals of Tourism Research*, has the highest citation (184) in the field of homestay research, underscoring its substantial influence and foundational role in homestay tourism. On the other side, with the highest average citation rate per year, Pasanchay and Schott (2021), titled “Community-based tourism homestays’ capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective” published in *Tourism Management Perspectives*, demonstrate remarkable academic impact in a short period with the highest citation rate per year of 21.60 among the top 10 articles. It highlights the growing relevance of homestays in achieving the Sustainable Development Goals.

**Table 5:** Top ten publications with the highest citations in the field of homestay

Author Names	Title	Year	Source title	TC	TCPY
Wang, Yu	“Customised authenticity begins at home”	2007	“Annals of Tourism Research”	184	9.68
Truong, V. Dao; Hall, C. Michael; Garry, Tony	“Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam”	2014	“Journal of Sustainable Tourism”	148	12.33
Jamal, Salamiah A.; Othman, Nor’ Ain; Muhammad, Nik Marehan Nik	“Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value”	2011	“Journal of Vacation Marketing”	148	9.87
Tsai, Kang-Ting; Lin, Tzu-Ping; Hwang, Ruey-Lun; Huang, Yu-Jing	“Carbon dioxide emissions generated by energy consumption of hotels and homestay facilities in Taiwan”	2014	“Tourism Management”	121	10.08
Acharya, Baikuntha Prasad; Halpenny, Elizabeth A.	“Homestays as an Alternative Tourism Product for Sustainable Community Development: A Case Study of Women-Managed Tourism Product in Rural Nepal”	2013	“Tourism Planning and Development”	120	9.23

Rasoolimanesh, S. Mostafa; Dahalan, Norzian; Jaafar, Mastura	"Tourists' perceived value and satisfaction in a community-based homestay in the Leng gong Valley World Heritage Site"	2016	"Journal of Hospitality and Tourism Management"	109	10.90
Pasanchay, Khamsavay; Schott, Christian	"Community-based tourism homestays' capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective"	2021	"Tourism Management Perspectives"	108	21.60
Rivers, William P.	"Is being there enough? The effects of homestay placements on language gain during study abroad"	1998	"Foreign Language Annals"	108	3.86
Kontogeorgopoulos, Nick; Churyen, Anuwat; Duangsaeng, Varaphorn	"Homestay Tourism and the Commercialisation of the Rural Home in Thailand"	2015	"Asia Pacific Journal of Tourism Research"	95	8.64
Lynch, Paul	"Sociological impressionism in a hospitality context"	2005	"Annals of Tourism Research"	94	4.48

**Source:** TC Total citation, TCPY Total Citation Per Year, Figures & Data extracted using Biblioshiny.

#### 4.7. Science Mapping

Research in the field of scientific mapping includes word clouds, co-occurrence analysis, and trending topics related to homestay tourism.

##### 4.7.1. Co-occurrence Analysis

The term "co-occurrence" describes a situation in which two or more words appear in the same article, indicating a possible theme associated with them. The closer the primary keywords are to one another, the more often they appear together (Dhiman & Arora, 2024).

The "Co-occurrence analysis" visual network diagram is shown in Figure 3 below. "All keywords" served as the "unit of analysis" in this occurrence-based study. After using the full counting approach, we were able to narrow down the data set of 1635 keywords to 39 items that matched the condition of having a minimum count of five occurrences of each keyword. All of the keywords used in the analysis were assigned weights in VOSviewer. The bubble size and label for a keyword are proportional to its weight; a



#### 4.8. Word Cloud

This word cloud displays the most frequently used words in a dataset for tourism research, as shown in Figure 4. The larger the size of the words, the higher the frequency and prominence in the text being analysed. It is visible that the major keyword themes are “tourism development”, “tourism market”, “tourist destination” and “ecotourism,” reflecting a heavy emphasis on tourism expansion, sustainability and market movement. The nations shown in the figure below, such as “China”, “Malaysia”, “India”, and “Thailand”, point towards a majority of the work being focused within these nations. Words such as “rural area”, “local participation” and “community development” reveal a priority on rural tourism and local community involvement. Words such as “perception”, “tourist behaviour” and “decision making” reflect that human experiences and emotions or sentiments in tourism are commonly researched. Generally, this word cloud captures key research themes in homestay, tourism research, highlighting development, sustainability, rural tourism, and human behaviour.



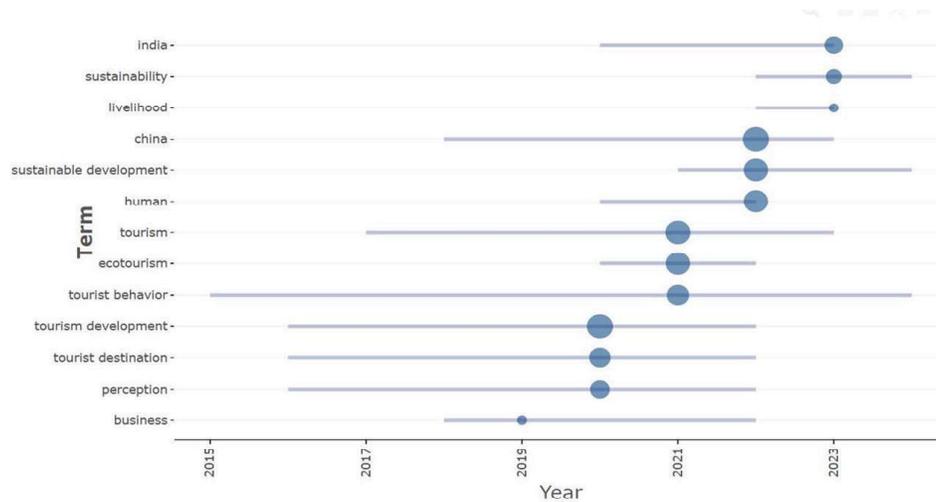
Figure 4: Word Cloud

Source: Extracted from the R Studio

#### 4.9. Trending Topic

Figure 5 shows the top trending topics in the field based on results extracted from the Scopus database. The trending topics graph illustrates the evolution of tourism research from 2015 to 2019. Key research themes were tourist behaviour, tourism development and tourist destinations. Around 2019, interest in China and tourism began to rise, which translated to tourism trends in that country becoming of interest. From 2020 onwards, a clear trend towards sustainability, livelihood, and sustainable development emerged, indicating an increased interest in green tourism and its impact on local communities. The larger bubbles in recent years show that human

aspects, ecotourism and sustainability are the central themes of research. Overall, this trend indicates a shift from traditional tourism research to more sustainable and community-focused approaches.



**Figure 5:** Trending topics in the field of homestay

**Source:** Extracted from RStudio

## 5. Finding and Conclusion

Bibliometric analysis on homestay tourism identified the top authors, countries and journals. It highlights the increasing publication trend after 2009, with a peak in 2024. Among individual scholars, Kayat K., Bachok S. and Agyeiwaah E. emerge as the most productive authors in the dataset. Malaysia, the United States, and China record the highest number of publications in the field. It may be due to various homestay programmes strongly linked to national agendas for rural and community-based tourism, supported by large tourism sectors and extensive higher-education systems that generate numerous research projects. In the context of Journals, Sustainability (Switzerland) is identified as the most influential Journal, followed by Foreign Language Annals and Planning Malaysia. The science-mapping results further clarify the intellectual structure of the field. Homestay, tourism development, community development, satisfaction, tourist behaviour, rural tourism, and community-based tourism were highlighted as central themes. Trending-topic analysis indicates that concepts, including tourism development, sustainable development, ecotourism, tourist destinations, China, and human-related factors, have become increasingly salient, reflecting a shift towards sustainability-oriented and human-centred perspectives in homestay research. The bibliometric findings suggest that, although interest in homestay has expanded, the field remains relatively young and underexplored. The current study identifies only 349 relevant documents in Scopus, which likely reflects both the recent

emergence of homestay as a formal research topic and the restrictive nature of the database coverage. An important limitation is that the analysis relies solely on Scopus; relevant work indexed in other databases, or published in outlets not covered by Scopus, may therefore be absent. Consequently, the performance indicators and science-mapping results reported here portray patterns within the Scopus corpus and may not fully represent the entire body of homestay-related scholarship. Future research would benefit from integrating multiple databases and broader search strategies to obtain a more comprehensive view of global homestay research. Homestay refers to a type of lodging where tourists stay with local people in their native place, allowing them to experience and learn about the local lifestyle, food, culture, and environment. It also helps in generating income for the host family and the local community. Homestay tourism is a growing topic in recent years, as evident from the literature. The bibliometric study of research on homestay highlights its development, dominant themes and new trends. In this analysis, researchers can uncover the intellectual structure and evolution of homestay tourism studies, making it easier to identify influential contributors, dominant themes and research gaps. The evolution of homestay tourism has shifted toward sustainable, community-based, and experience-driven tourism, with a growing focus on rural development and environmental responsibility. However, Homestays are no longer viewed as an accommodation but as strategic instruments for achieving sustainable tourism and community empowerment. Therefore, tourism research has evolved from basic industry-focused studies to a more holistic and responsible approach, reflecting changing global priorities.

## **6. Limitations and Future Scope**

Despite the paper's valuable contributions, it is essential to acknowledge certain limitations that require attention, such as the reliance on a single database rather than multiple sources. Future studies that incorporate diverse databases will provide more coverage. The present study is limited to publication in the English language; future studies may include studies in other languages. The present study exclusively employed the VOS viewer for analysis. However, it is noteworthy that other analytical tools, including Gephi, BibExcel, and CiteSpace II, can be employed in future research in conjunction with VOSviewer. Due to the growing significance of sustainability in homestays, future research will likely focus on innovative, sustainable and resilient tourism models that address economic, environmental and social challenges.

## **7. Implications**

The study provides various implications for the local community, policymakers, researchers, and industry professionals. The findings

highlight the growing significance of homestay tourism in countries where homestay is closely linked with rural and community-based development. It suggests that policymakers make policies regarding homestay programmes for local livelihood enhancement, cultural preservation and sustainable tourism planning. For researchers, the study suggests working on themes such as Tourism development, sustainability, rural tourism and tourist behaviour linked with homestays. Thus, the high-impact work increasingly focuses on experience quality and long-term community outcomes, which should guide the design and evaluation of homestay initiatives. It also helps to provide a roadmap for future studies on technology-driven tourism, resilience planning and sustainable tourism management. Overall, this research helps shape the future of homestay tourism by promoting a more balanced, inclusive and environmentally conscious industry.

**Declaration:** - The author declares no conflict of interest.

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