Impact of Tourist Motivation and Satisfaction on Destination Loyalty in Manali's Homestay Tourism

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ARTICLE INFO	ABSTRACT
	In many developing nations, tourism has been portrayed as a driver of small-scale industries, thereby directly improving living conditions and acting as a catalyst for community development. Homestay tourism has developed as a means to highlight local resources, customs, heritage, lifestyle, and indigenous culture to draw in tourists. The environmental systems associated with nature-based tourism have been severely impacted due to the effects of mass tourism. The aim of this study is to identify and analyse the motivations, loyalty, and satisfaction of tourists visiting homestays in Manali, Himachal Pradesh. In order to achieve the objectives, the study utilised quantitative data obtained from primary data sources which was gathered from 250 tourists choosing homestays as a form of accommodation using convenience sampling techniques for the analysis. Regression analysis is used to test the hypotheses among tourist motivation, satisfaction with destination loyalty. The results suggest that elements like climate conditions, accessibility, and accommodation quality play a crucial role in shaping tourist satisfaction and destination loyalty within the context of homestay tourism in Manali. Among tourist motivations, the pursuit of relaxation significantly influenced overall satisfaction. The results indicate that improving accommodation quality, focussing on peaceful experiences, and utilising Manali's natural beauty and climate can boost tourist satisfaction and promote return visits. These findings offer actionable guidance for homestay operators and enhance the theoretical framework of sustainable tourism in developing markets. **Keywords:** Homestay, motivation, tourist satisfaction, destination loyalty, tourist destination.

INTRODUCTION

The tourism industry has undergone considerable expansion in recent years. This sector has emerged as one of the top priorities in India, serving as a significant employer and contributing US$ 199.6 billion in 2022. The tourism sector is acknowledged as a crucial driver of economic growth (Brida et al., 2014) and generates profits for various associated industries (Kokkranikal and Morrison, 2011). The estimated proportion of tourism-related employment in India for the period of 2020-21 stands at 12.91%, according to the 3rd Tourism Satellite Account (TSA) survey conducted by the Ministry of Tourism. The number of FTAs recorded from January to December 2023 reached

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9,236,108, a significant increase from the 6,437,467 observed in the same period of 2022. During the period from January to May 2024, the number of FTAs reached 40,72,329, an increase from 37,32,231 recorded in the same period of 2023. In 2023, Himachal Pradesh received a total of 1.60 crore visitors, which included 62,806 individuals from abroad. This indicates a 6% increase compared to 2022, when the state welcomed 1.51 crore tourists. Beyond economic development, the tourism sector plays a crucial role in fostering peace, mutual understanding, and cultural exchange (Turner and Freiermuth, 2017). India attracts numerous visitors globally due to its extensive historical significance, stunning landscapes, and profound spiritual heritage. It offers a diverse array of cost-effective travel experiences. Furthermore, the Indian government has been actively encouraging the growth of the travel and tourism sector through various initiatives such as "Discover India" (Coles and Timothy, 2004) and "Incredible India" (Mundkur, 2011). India's travel and tourism sector holds the seventh position globally regarding its overall contribution to the nation's GDP. (Kushwah & Chaturvedi, 2018) While tourism offers numerous economic and employment benefits, it also presents challenges, particularly concerning sustainability issues. An influx of tourists can result in overcrowding at a destination, adversely affecting the local ecosystem and detracting from its natural beauty. Cucculelli and Gof (2016) highlight a significant disinterest among visitors in preserving the area's natural beauty. Additionally, the arrival of budget-conscious tourists seeking to optimise their experiences during brief visits has notably increased crowding at major observation sites (Pinke-sziva et al., 2019).

Finding the right equilibrium between meeting the needs of visitors and safeguarding the environment and local communities is essential for the sustainable future of tourism. Effective management of sustainable tourism practices involves the engagement of diverse stakeholders within the tourist supply chain to meet essential goals: the preservation of biodiversity, the maintenance of cultural integrity and life-support systems, and the consideration of socioeconomic and aesthetic needs (UNWTO, 2003). Himachal Pradesh, situated in the outer Himalayas of India, is currently encountering various issues associated with tourism, including overdevelopment, environmental degradation, and a reduction in cultural authenticity. The notable rise in tourist numbers has resulted in overcrowding, traffic congestion, and pressure on resources. In light of these challenges, homestays have emerged as a viable solution by addressing the environmental, cultural, and economic concerns associated with traditional tourism; encouraging low-impact travel; supporting local communities; and enhancing cross-cultural interactions. Given the negative consequences linked to mass tourism, there is a growing interest in investigating alternative tourism models, such as homestay tourism.

Homestays, defined by lodging within local residences, offer a sustainable and culturally enriching option compared to conventional mass tourism (Lama and Sattar, 2020). Tourists are given the opportunity to immerse themselves in local lifestyles and traditions, simultaneously making a direct contribution to the welfare of the community (Rijal, 2018). In contrast to extensive tourism infrastructure, homestays encourage low-impact travel, reducing environmental harm while enhancing cross-cultural relationships (Bhushan, 2021). Studies show that homestays can alleviate the adverse impacts of tourism by spreading tourist activity beyond congested regions and incorporating visitors into smaller, less commercialised communities (Tolkach and King, 2015). This approach successfully preserves the ecological equilibrium of popular areas while also enhancing the livelihoods of local communities through concrete economic benefits and fostering their participation in the development of tourism (Aramberri, 2019).

RESEARCH GAP

While homestay tourism has been extensively studied in various global contexts, there remains a notable lack of research focused specifically on India. Studies often focus on mass tourism or specific aspects of alternative tourism, overlooking the unique dynamics of homestay accommodations. Furthermore, most studies concentrate on individual variables such as tourist satisfaction or motivation, overlooking the interconnected dynamics between motivation, satisfaction, and destination loyalty. The absence of comprehensive studies creates a significant gap in understanding, particularly in India, where the role of homestays in fostering sustainable tourism remains underexplored. Understanding the relationship between tourist motivations and happiness, and how this subsequently influences loyalty, can provide valuable insights for those involved in the homestay sector. This study seeks to address this gap by concentrating on the particular context of Manali's homestay tourism, providing a

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thorough framework that integrates essential elements influencing tourist behaviour with wider implications for sustainable development.

LITERATURE REVIEW

Homestay

The notion of homestay has existed for some time, providing individuals with a sense of comfort and familiarity. Lynch (2003) characterises a "homestay" as a lodging arrangement where guests compensate for their accommodation in private residences, engaging with the host and/or family during their stay. The communal space is somewhat shared, and the host and/or their family usually live on the premises. Lynch et al. (2009) broadened the concept of homestay to encompass "commercial homes," in which guests compensate hosts for lodging at their business premises, thereby merging the realms of hospitality and entrepreneurship. Homestays may be categorised according to their operational structure, intended purpose, and target demographic. Boonratana (2010) defined homestays as a residential arrangement in which a household unit provides short-term accommodation to tourists. Jamilah and Amran (2007) highlighted that homestays serve as a distinctive development tool for enhancing public awareness related to cultural exchange and promoting mutual respect between tourists and host families. Canavan (2016) and Richards (2018) emphasised the significance of homestays in facilitating cultural consumption, as they offer tourists chances to connect deeply with the local culture, cuisine, and traditions. Homestays are typically classified based on their primary focus, including cultural homestays that provide insights into local traditions, ecological homestays that emphasise sustainable practices, and adventure homestays that cater to activity-based tourism. Their uniqueness is found in the integration of traditional hospitality's personal touch with the economic advantages of tourism. Homestays differ from other accommodation types by prioritising the guest-host relationship, offering personalised experiences, and facilitating cultural immersion. Su et al. (2014) assert that the uniqueness of homestays lies in their capacity to provide authenticity, allowing tourists to experience local lifestyles, customs, and values without filtration. Homestays function as a mechanism for community development, empowering local populations through income generation and the promotion of cultural heritage preservation (Tolkach and King, 2015).

Motivation

Motivation serves as the internal impetus or psychological necessity that encourages individuals to act in pursuit of their desires or to accomplish their objectives (Moutinho, 1987). This factor plays a crucial role in shaping human behaviour, affecting how decisions are made and guiding the pursuit of activities that lead to happiness or satisfaction. The idea of travel motivation involves the interaction of different needs, desires, and psychological elements that influence a person's decision to undertake a journey (O'Leary & Deegan, 2003). This encompasses the emotional and cognitive factors that drive individuals to explore new locations, shaped by elements such as novelty, relaxation, cultural involvement, or social interaction. Recent studies have investigated the impact of psychological and social motivations on travel behaviours, highlighting how individual interests such as adventure, learning, or escapism influence destination choices (Kim, 2019; Chang et al., 2021Baloglu (2001) emphasises the crucial role of motivation in influencing the emotional attractiveness of a destination, thereby shaping how travellers perceive and assess their experiences. The motivation for homestay tourism is greatly shaped by the desire of travellers to seek authentic and culturally enriching experiences. Homestays attract travellers looking for unique accommodations, personalised services, and meaningful interactions with local communities (Venkatesh & Mukesh, 2015).

Recent findings suggest that travellers often choose homestays for their ability to offer culturally immersive experiences, such as involvement in local traditions, tasting home-cooked regional dishes, and participating in community activities (Boonratana, 2020; Richards, 2022). Recent studies have offered valuable insights into the motivational aspects of homestay tourism, emphasising the increasing appeal of sustainable travel. People who travel are motivated by the opportunity to engage in sustainable practices, bolster local economies, and discover more unconventional destinations (Chen et al., 2021; Pratt, 2023). The motivations link homestay tourism to the global trend of experiential and responsible travel.

Satisfaction

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Satisfaction embodies a psychological construct that reflects the feeling of contentment or pleasure gained from fulfilling one's desires and expectations. This element plays a crucial role in guiding choices and impacting consumer behaviour, particularly in service industries like tourism. The World Tourism Organisation (WTO) (1985) describes satisfaction as the condition of well-being and enjoyment experienced by individuals when their expectations align with the actual performance of a product or service. The concept of satisfaction has been extensively analysed in the realm of tourism studies, acting as a vital factor that influences tourists' behaviours, including their likelihood of visiting a destination or recommending it to others. Bigne, Sanchez, and Sanchez (2001) emphasised that satisfaction arises from a person's emotional reaction to their travel experience, significantly impacting their decision-making processes. Similarly, Ross and Iso-Ahola (1991) highlighted the importance of satisfaction in understanding tourism behaviour, noting that tourists' levels of satisfaction are closely linked to their perceptions of the overall travel experience. The enjoyment gained from homestay tourism is intricately connected to the unique features of this type of lodging, including personalised services, cultural interaction, and authentic experiences. Recent studies have underscored the growing importance of guest-host relationships in shaping satisfaction within homestay tourism.. Zhang et al. (2021) illustrated that the hospitality and warmth of hosts significantly contribute to improving tourists' experiences, leading to higher satisfaction levels. Additionally, the calibre of tailored interactions, home-prepared meals, and engagement in community traditions are essential elements affecting satisfaction in homestays (Richards, 2022).

Destination Loyalty

Destination loyalty signifies the dedication of travellers to return to a specific location or endorse it to others, arising from their favourable experiences. Newman and Werbel (1973) defined loyal customers as individuals who consistently engage with a product or service, refrain from exploring alternatives, and exhibit a strong dedication to the brand. within the domain of tourism, destination loyalty serves as a pivotal measure, impacting the effectiveness of tourism locations by encouraging return visits and generating favourable word-of-mouth, both of which are essential for enduring sustainability. In the field of homestay tourism, the loyalty of visitors to a destination is shaped by the unique and genuine experiences provided to them. Homestays cultivate deep emotional bonds between guests and hosts, significantly influencing the likelihood of return visits and favourable referrals. Zhang et al. (2021) identified that the relationship between guests and hosts, marked by warmth and hospitality, plays a crucial role in fostering loyalty within homestay tourism. Authentic cultural experiences offered by homestays enhance customer loyalty. Visitor commitment grows through profound engagement with cultural practices and a connection to regional customs (Richards, 2022). In recent years, the sustainability of homestays has gained significant attention. Pratt (2023) discovered that tourists exhibit greater loyalty towards regions that advocate for environmental conservation and community advancement via homestays.

RESEARCH HYPOTHESIS

H1: Tourists' motivation has significant influence on tourist overall satisfaction towards homestays in Manali, Himachal Pradesh

H2: The attributes of homestays have a significant influence on the overall satisfaction of tourists who visited homestays.

H3: The overall satisfaction of tourists in Manali as a destination has a direct and significant impact on their loyalty to the destination.
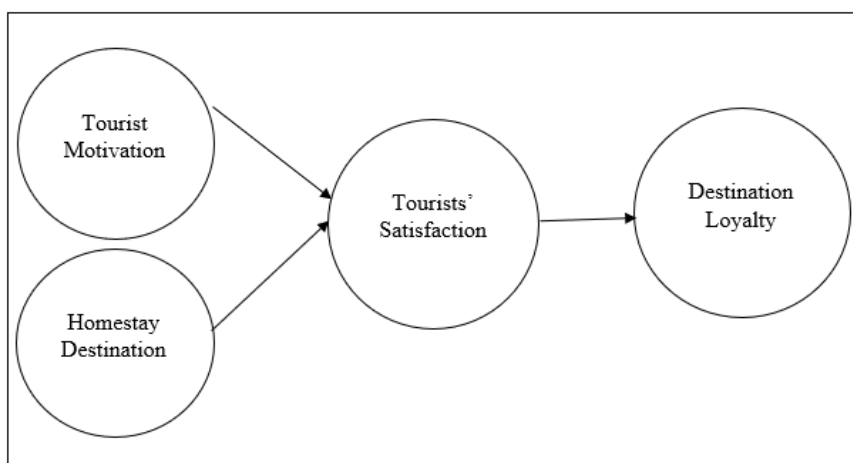
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Figure 1: Proposed Research Model

METHODOLOGY

Study Area

The research focuses on the homestays located in Manali, Himachal Pradesh, India. It is situated in Kullu district of Himachal Pradesh, approximately 270kms north of the state capital of Shimla and 544kms northeast of the national capital of New Delhi. Manali serves as the authentic origin of a historic trade route that traverses the Rohtang and Baralacha passes, extending through Lahul and Ladakh to Kashmir, while a separate road links it to Spiti.

Sample Selection and Data Collection

The study used convenience sampling techniques to collect responses for the analysis. The responses were collected from the tourists who stayed in any of the homestay in Manali area. The study used both primary. The primary data was collected through field survey using structured questionnaire from tourists who stayed in a homestay. The questionnaire was designed in alignment with the study's objectives, previous studies of Beerli & Martin (2004), Ngamsom (2007) and Kao et al., (2008) were used to select tourists' motivation items. Studies of Kozak & Rimmington (2000), Truong & Foster (2006) and Lai & Vinh (2013), were used to develop homestay attribute items. The evaluation of tourists' overall satisfaction and loyalty to the destination employed a multi-item scale derived from the universal scale created by Oliver (1997), supplemented by insights from Chen & Tsai (2007), Žabka et al. (2010), Mohamad et al. (2011), and Alkharabsheh et al. (2011). The construct was operationalised using factors related to loyalty commitment and revisit intents, as well as suggestions (Luo & Homburg, 2007). A total of 300 questionnaires were dispersed both ways online and offline containing sections related to demographic profile of tourists, motivation and satisfaction of tourists, destination attribute and destination loyalty. A 7-point Likert scale was used ranging from 1(strongly disagree) to 7(strongly agree). Out of 300, 270 questionnaire responses were received out of which 20 were incomplete. Remaining 250 questionnaire were found effective and usable for analysis. SPSS software was used to analyse the data. An exploratory factor analysis employing the principal component method was performed to streamline the number of variables and indicate the underlying components within the dataset. The data were evaluated for suitability for this type of study. A series of regression analyses was conducted to evaluate the significance of the hypotheses depicted in Figure 1.

RESULTS AND DISCUSSION

Table 1: Respondents Profile

Characteristics	Frequency (Total=250)	%
Gender		
Male	128	51.2
Female	110	44

Other	12	4.8
Age		
Less than 25	75	30
26-35	60	24
36-45	38	15.2
46-55	55	22
Above 55	22	8.8
Education Level		
Secondary education	38	15.2
Senior Secondary	49	19.6
Graduation	108	43.2
Post graduation & above	55	22
Homestay visit		
First time	178	71.2
Repeat	72	28.8
Nationality		
Indian	165	66
Foreigner	85	34

Table 1 displays the results of tourists' demographic profile who chose homestay as a form of accommodation in Manali. As shown in the table majority of tourists were male having a share of 51.2% and remaining 44% and 4.8% share consists of women and others. The age distribution of respondents reveals that the largest segment, at 30%, is comprised of individuals under 25 years. This is followed closely by those in the 26-35 and 46-55 age brackets, which account for approximately 24% and 22%, respectively. Individuals over the age of 55 were limited in number, representing merely 8.8% of the total respondents. The survey indicated that the educational background of visitors was significantly high, with 43.2% possessing at least a graduation degree and 22% with a post graduation degree. Only 15.2% and 19.6% visitors had secondary and senior secondary level of education. Regarding tourists' nationality, 66% of tourists were Indian holding a majority. Remaining 34% were foreign tourists. Out of all respondents 71.2% of tourists were staying first time in a homestay and remaining 28.8% were repeaters.

Reliability Analysis

Principal component method is employed in this study for explorative factor analysis. The system checked thirty items from four factors. The results indicated a Kaiser-Meyer-Olkin value of .740, while Bartlett's Test of Sphericity demonstrated statistical significance at the .000 level. Factors exhibiting eigenvalues of 1.0 or higher, along with motivational variables that exhibited factor loadings above 0.5, were recorded. The factor analysis identified two components including ten variables, which explained 54.566% of the total variation. The motivating factors were classified into two categories: Unfamiliarity, accounting for 39.216%, and Relaxation, which comprised 15.350%. The assessment of reliability and internal consistency for each factor was conducted by calculating Cronbach's alpha for each one. The findings revealed that the alpha coefficients were 0.770 for Unfamiliarity and 0.720 for Relaxing.

The factor analysis of destination attributes revealed four factors accounting for 74.85% of total variance, with eigenvalues exceeding 1.0.

The Kaiser-Meyer-Olkin (KMO) measure yielded a value of 0.830, while Bartlett's Test of Sphericity was found to be statistically significant at the 0.000 level. Certain items were excluded from the scale due to their eigenvalues falling below the threshold of 0.5. The varimax-rotated factor analysis identified four key components: the first factor, "Location and Lodging," comprising six items (Cronbach's α = 0.890); the second, "Offerings and Information," with four items (Cronbach's α = 0.830); the third, "General Tour Attraction," consisting of two items (Cronbach's α = 0.640); and the fourth, "Local Services," also with two items (Cronbach's α = 0.615). Arithmetic means derived from these multi-item factors were used to construct the model.

The analysis reveals that factors with eigenvalues exceeding 1.0 contribute to 78% of the variance in Overall Satisfaction and 66% of the variance in Destination Loyalty. The KMO values were noted at 0.735 for Overall

Satisfaction and 0.710 for Destination Loyalty, while Bartlett's Test of Sphericity continued to show statistical significance at the 0.000 level. The varimax-rotated factor structure identified two components: Overall Satisfaction (three items, Cronbach's α = 0.850) and Destination Loyalty (three items, Cronbach's α = 0.730). Table 2 displays the results of the factor analysis, showing Cronbach's α coefficients that range from 0.890 to 0.615. The results demonstrate that every element assessed satisfied the reliability and acceptability standards established by Nunnally (1978).

Table 2: Factor Analysis

Factor / Item	Factor Loading	Eigenvalue	Variance Explained (%)	Cronbach's α
Motivation				
Factor 1: Unfamiliarity		3.850	39.216	0.770
Understanding other cultures and lifestyles	0.750			
Engaging in diverse activities	0.810			
Exploring new locations	0.610			
Experiencing the beauty of the environment	0.765			
Factor2: Relaxing		1.450	15.350	0.720
I want to have pleasure	0.525			
I desire to go to familiar locations.	0.650			
I'd prefer a romantic location.	0.645			
I wish to explore a diverse array of cuisines.	0.590			
I wish to get to know kind, service-oriented people.	0.740			
Going to cultural events	0.540	Total variance explained = 54.566, KMO = 0.740, p = 0.000		
Destination Features				
Factor 1: Location and Lodging		6.450	43.500	0.890
Personal safety and security	0.590			
The location is easily accessible	0.795			
Climate conditions	0.850			
The standard of the stay	0.780			
Scenic beauty	0.820			
Hygiene	0.715			
Factor 2: Offering and Information		1.760	12.350	0.830
The availability of regional cuisine	0.840			
Presenting cultural events	0.880			
Cultural composition	0.635			
Tour packages	0.720			
Factor 3: General Tour Attraction		1.650	11.000	0.640
Availability of shopping locations	0.950			
Opportunity for rest	0.950			
Factor 4: Local Services		1.200	8.000	0.615
Range of historical and cultural attractions	0.800			

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Locals' hospitality and kindness	0.810	Total variance explained = 74.850, KMO = 0.830, p = 0.000		
Overall Tourist Satisfaction (OTS)		2.400	78.000	0.850
The advantages of this location outweigh the expenses.	0.890			
This destination is superior to its competitors.	0.875			
This location exceeds expectations significantly.	0.865	KMO = 0.735, p = 0.000		
Destination Loyalty (DL)		2.100	66.000	0.730
I would like to travel again to this destination	0.825			
I will recommend the destination to my knowns	0.795			
I will endorse this to others seeking guidance.	0.810	KMO = 0.710, p = 0.000		

Tourist Motivation, Satisfaction and Destination Features Ranking

Table 3: Hierarchy of Significance Tourist's Motivation Features(n=250)

Items	Mean	Std. Error	Std. Deviation
Understanding other cultures and lifestyles	5.60	0.078	0.925
Engaging in diverse activities	5.45	0.079	0.940
Exploring new locations	5.35	0.087	1.050
Experiencing the beauty of the environment	5.15	0.101	1.210
I want to have pleasure	5.55	0.080	0.965
I desire to go to familiar locations	5.20	0.085	1.020
I'd prefer a romantic location	5.12	0.103	1.250
I wish to explore a diverse array of cuisines.	5.14	0.094	1.130
I wish to get to know kind, service-oriented people	4.90	0.105	1.270
Going to cultural events	4.05	0.120	1.480

The study utilises mean values to examine the most important motivating factors for visitors (as shown in table 3). This suggests that although these traits are significant, they are not predominantly influential in shaping tourists' decisions. The highest-ranked motivational traits are " Understanding other cultures and lifestyles " (M = 5.60), "I want to have pleasure" (M = 5.55), and " Engaging in diverse activities " (M = 5.45). These characteristics indicate that tourists are mostly driven by cultural experiences, pleasure, and a variety of activities while selecting a place. On the other hand, " Going to cultural events " (M = 4.05) and "I wish to get to know kind, service-oriented people" (M = 4.90) register below a mean score of 5, signifying that these factors are of lesser importance in tourists' motivation. This indicates a comparatively diminished focus on cultural events and interactions with service-oriented individuals, as opposed to other incentives such as discovering new cultures or participating in diverse activities. The study underscores two primary facets of tourist motivation: a pronounced interest in cultural exploration and activities, and a diminished focus on service experiences and particular cultural events. These data can inform tourism development initiatives to better fit with tourist preferences and improve their experience.

Table 4: Hierarchy of Significance of Destination Features(n=250)

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Items	Mean	Std. Error	Std. Deviation
Personal safety and security	5.00	0.115	1.370
The location is easily accessible	5.47	0.088	1.085
Climate conditions	5.62	0.085	1.090
The standard of the stay	5.39	0.103	1.280
Scenic beauty	5.33	0.098	1.180
Hygiene	5.37	0.093	1.105
The availability of regional cuisine	4.78	0.100	1.210
Presenting cultural events	4.79	0.095	1.130
Cultural composition	5.14	0.095	1.115
Tour packages	4.85	0.099	1.180
Availability of shopping locations	4.65	0.110	1.365
Opportunity for rest	4.90	0.112	1.395
Range of historical and cultural attractions	4.49	0.094	1.130
Locals' hospitality and kindness	5.00	0.087	1.030

The study utilises mean values to examine the most important destination attributes influencing tourist satisfaction. The table 4 results reveal that the majority of the mean scores for the 14 destination attributes were around 5, indicating a moderate to high significance. This suggests that although these traits are significant, they are not predominantly influential in shaping tourists' satisfaction. The highest-ranked attributes are "Climate conditions" (M = 5.62), " The location is easily accessible " (M = 5.47), and " The standard of the stay " (M = 5.39). The findings indicate that tourists place significant importance on favourable climatic circumstances, accessibility to the location, and the quality of their accommodations during their visit. On the other hand, " The availability of regional cuisine " (M = 4.78) and " Presenting cultural events" (M = 4.79) register below a mean score of 5 along with "Availability of shopping locations" (M = 4.65), and " Range of historical and cultural attractions " (M = 4.49), signifying that these factors are of lesser importance. The analysis underscores two primary facets of tourist satisfaction: a favourable emphasis on the accessibility and environmental conditions of the location, contrasted with a relatively diminished focus on local gastronomic options and cultural events. This information can assist tourism managers in prioritising elements that better fit with tourist preferences and improve their overall experience.

HYPOTHESIS TESTING

Table 5: Regressions for Relationship between Tourist Motivation and Overall Tourist Satisfaction(H1)

Model One	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
(Constant)	1.850	0.520		3.558	0.001*
Unfamiliarity	0.130	0.100	0.108	1.300	0.195
Relaxing	0.550	0.098	0.460	5.610	0.000*
R²/Adjusted R²	0.270 / 0.260				
F/Sig.	27.100 / 0.000*				

Dependent Variable: Overall Tourist Satisfaction

*p < 0.01 indicates statistical significance

The regression results outlined in Table 5 explore the connection between tourist motivation and overall satisfaction. This analysis positions tourist satisfaction as the dependent variable, with motivation acting as the independent factor. The F-statistic of 27.100, accompanied by a significance level of P = 0.00, indicates that the regression accounts for some of the variation in satisfaction. The adjusted R² value of 0.26 indicates that 26% of the variation

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in tourist satisfaction can be explained by this model. The standardised beta (β) coefficient for "Unfamiliarity" is 0.108 (p > 0.05), suggesting that the effect is not statistically significant. Nonetheless, the "Relaxation" factor exhibits a beta value of 0.460 (P < 0.01), indicating a statistically significant impact. The regression analysis reveals that a single motivational factor significantly influences overall tourist satisfaction. As a result, Hypothesis 1 receives partial support, indicating that motivation does affect satisfaction among homestay tourists in Manali, though its influence differs among various motivational drivers.

Table 6: Regression for Relationship between Destination Features and Overall Tourist Satisfaction (H2)

Model Two	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
(Constant)	0.580	0.330		1.758	0.045**
Location and Lodging	0.545	0.065	0.570	8.400	0.000*
Offering and Information	0.150	0.063	0.160	2.380	0.018**
General Tour Attraction	0.115	0.050	0.148	2.320	0.021**
Local Services	0.105	0.055	0.105	1.910	0.057
R²/Adjusted R²	0.640 / 0.630				
F/Sig.	65.000 / 0.000*				

Note: *p < 0.01, **p < 0.05

Table 6 presents the regression analysis assessing the relationship between destination attributes and overall tourist satisfaction. In this model, tourist satisfaction is considered the dependent variable, while various destination attributes serve as independent factors. The F-statistic, recorded at 65.000 with a significance level of P = 0.00, indicates that the model accounts for a significant proportion of the variance in tourist satisfaction. Furthermore, the adjusted R² value of 0.63 suggests that 63% of the variation in satisfaction levels can be attributed to these destination-related factors.

Examining the standardized beta (β) coefficients, "Location and Lodging" holds a value of 0.570 (p < 0.01), "Offering and Information" registers at 0.160 (p < 0.05), and "General Tour Attractions" is measured at 0.148 (p < 0.05), all of which show statistical significance. Nonetheless, the fourth factor, exhibiting a beta value of 0.105 (p > 0.05), does not serve as a significant predictor. The findings underscore the factors like general tour attractions, the availability of information, and the quality of lodging play a crucial role in enhancing tourist satisfaction. The multiple regression results indicate that, among the factors analysed, a significant motivational element had a considerable impact on the overall experience of tourists residing in homestays in Manali. As a result, Hypothesis 2 is validated, indicating a robust positive correlation between the cultural and heritage attributes of homestays in Manali and the satisfaction levels of tourists.

Table 7: Regression for Relationship between Overall Tourist Satisfaction and Destination Loyalty (H3)

Model Three	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
(Constant)	2.200	0.325		6.770	0.000*
Overall tourist's satisfaction	0.580	0.058	0.620	9.700	0.000*

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R²/Adjusted R²	0.385 / 0.380				
F/Sig.	92.500 / 0.000*				

Dependent Variable: Destination loyalty

Note: *p < 0.01 indicates statistical significance

Table 7 presents the regression analysis exploring the relationship between destination loyalty and overall tourist satisfaction. In this model, destination loyalty is treated as the independent variable, while tourist satisfaction serves as the dependent variable. The standardized beta (β) coefficient is recorded at 0.620, with a significance level of p ≤ 0.01. Additionally, the F-statistic of 92.500, significant at P = 0.00, confirms that the model accounts for a substantial portion of the variation in technical quality.

The adjusted R² value of 0.38 suggests that 38% of the variance in technical quality can be attributed to the regression model. Furthermore, the p-values from the t-tests remain below the 0.01 significance threshold, confirming the statistical relevance of the beta coefficients. These results indicate a strong positive relationship between overall tourist satisfaction and destination loyalty. Consequently, the findings support Hypothesis 3 (H3), reinforcing the notion that visitor satisfaction with Manali as a tourist destination significantly influences their likelihood of returning or recommending it to others.

Table 8: Result of hypothesis

Hypothesis	Status
H1. Tourists' motivation shows a significant impact on overall satisfaction of tourists who stayed in homestays in Manali, Himachal Pradesh.	Partially Accepted
H2: The attributes of homestays in Manali have a significant impact on overall satisfaction of tourists who visited homestays.	Accepted
H3: The overall satisfaction of tourists in Manali as a destination has a significant impact on their loyalty to the destination.	Accepted

DISCUSSION OF MAJOR FINDINGS

This study offers essential insights into the connections among tourist motivation, satisfaction, and destination loyalty within the context of homestay tourism in Manali. Two primary motivational factors—unfamiliarity and relaxation—were identified as key influences in the selection of homestays, with relaxation being vital to overall satisfaction. Visitors emphasised the importance of factors such as weather, ease of access, and accommodation quality, while aspects like regional food and cultural activities appeared to have a lesser influence. The results demonstrate a positive correlation between tourist satisfaction and destination loyalty, suggesting that higher levels of satisfaction increase the likelihood of repeat visits and positive recommendations. The examined hypotheses offered further validation of these relationships, suggesting that while only the relaxation aspect of motivation directly impacted satisfaction, the characteristics of homestays and overall satisfaction significantly influenced destination loyalty. The findings underscore the necessity of emphasising superior lodging experiences and accessible locations to meet tourist expectations.

CONCLUSION

This study emphasises the essential elements influencing tourist satisfaction and loyalty in homestay lodgings in Manali, Himachal Pradesh. The results highlight that optimal climate conditions, accessibility, quality lodgings, aesthetic appeal, and cleanliness are essential for improving tourist satisfaction. These factors enhance tourists' favourable attitudes and loyalty, hence facilitating development of sustainable tourism in the region. The study also establishes that motivations, especially those related to cultural involvement and leisure, profoundly influence tourist satisfaction, highlighting the necessity of aligning homestay options with these preferences.

Additionally, the correlation between overall tourist satisfaction and location loyalty underscores the importance of satisfaction in promoting return visits and favourable recommendations. By comprehending these factors, stakeholders in the tourism and hospitality sector, especially those regulating homestays, may make informed decisions to better align with tourist expectations and augment the region's tourism attractiveness. This research's observations can assist in strategic planning, ensuring that homestays deliver authentic cultural experiences while preserving environmental and community welfare, thus reconciling tourism growth with sustainability.

IMPLICATIONS

Practical implication

This analysis provides actionable recommendations for stakeholders in Manali's tourism industry. Homestay operators must prioritise the enhancement of their accommodations, maintain high hygiene standards, and improve accessibility to elevate tourist satisfaction. Marketing strategies should emphasise the region's favourable climate and highlight the pleasant and relaxing experiences offered by homestays. While cultural events and local cuisine may not be the main focus, incorporating these aspects can attract particular tourist groups and distinguish Manali's tourism from competing destinations. By understanding and aligning with visitor preferences, stakeholders can create a sustainable tourism model that encourages repeat visits and strengthens destination loyalty.

Theoretical implication

The present study enhances current understanding by validating the connection between motivation, satisfaction, and loyalty in the realm of homestays, particularly in a developing nation. The text emphasises the distinct characteristics that influence satisfaction and loyalty in emerging markets, drawing comparisons with results from research conducted in established tourism centres. Furthermore, the methodological approach of the study, utilising factor and regression analyses to identify significant relationships, offers a solid foundation for future enquiries into tourist behaviour and sustainable tourism. This study enhances the conversation regarding the ways in which homestay tourism can align cultural integrity, environmental conservation, and economic development.

LIMITATION AND FUTURE RESEARCH DIRECTION

This study provides valuable insights into the factors driving tourist motivation, satisfaction, and destination loyalty within the realm of homestay tourism in Manali, although it does have certain limitations. The initial sample comprised 250 respondents, primarily collected via convenience sampling, which may limit the generalisability of the findings to broader populations or varying locations. Additionally, the investigation focused solely on homestays in Manali, limiting its applicability to other types of accommodations or regions with different tourism dynamics. Future studies should concentrate on larger and more diverse samples, employing longitudinal approaches to track changes in tourist behaviour over time. Expanding the scope to include comparative studies across different regions or examining the influence of external factors like global travel patterns, economic circumstances, or climate variations could provide deeper insights. Furthermore, integrating qualitative approaches such as in-depth interviews or focus groups could yield deeper insights into tourist preferences and perceptions, ultimately enriching the current findings.

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