

THEY WILL REVISIT YOUR HOMESTAY- TEXT ANALYSIS OF ON-LINE REVIEWS OF HOMESTAY ACCOMODATION IN UTTARAKHAND, INDIA.

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Abstract

Homestay accommodations are shaping the entrepreneurial landscape in mountain regions of Uttarakhand. Contemporary travel assumes visit to a destination, in rural areas homestay is a tourist attraction in itself. Uttarakhand is located in the middle Himalayas and is a popular tourist destination, yet, a large number of visitors to the area remains single time visitors. Tourism enterprises rely on revisits because retaining existing visitors is cost-effective in comparison to attracting new ones. Revisit can be understood as the desire of a traveler to visit a place, tourist attraction, hotel or homestay again.

With this back drop, the present study aims to explore the structure of revisit intention in Himalayan rural homestay settings. The data for this study constitutes 199 homestay reviews posted in TripAdvisor between 2019- 2021. The data was collected through running a python script. Running the script yielded 2369 posting for the stated period. The sample selection process involved three stages. In the first stage, all the postings were cleaned, checked for language consistency and duplicate postings were removed. In the second stage, short lengths postings which were less likely contribute towards data analysis i.e., postings less than five sentences were identified are removed from next stage sampling. Through this process, only 424 postings qualified for final selection. Finally, 200 samples were selected through a simple random procedure for this research.

In the present study, we have used a qualitative approach to analyze the data. The data analysis was carried out involving three independent coders (with an intercoder reliability 0.83). The data analysis process involved sentiment analysis followed by three levels of text coding procedure. In the first stage of the data analysis, a sentiment analysis procedure was run to identify and differentiate the text segments having positive or negative sentiments. The next step involved coding of the data. This was done initially through an in-vivo coding procedure. The sentiment analysis out-put was then matched with the generated in-vivo codes to develop more concrete cods. This resulted in the development of 116 code for 199 text based contents. In the third-round theory based conceptual codes were developed synthesizing the 116 codes developed earlier. We are finally able to identify 16 independent codes (variables) and two dependent variables from the data. Data analysis procedure involved code co-occurrence and sanky diagram. Based on the weight and co-occurrence coefficient four independent variables were selected for final inclusion in the sanky model against positive revisit intention as dependent variable. We found that positive revisit intention is highly associated with stay experience and money value. Our findings also suggest that the association between money value and stay experience are high. It was also observed that host attitude has a detrimental effect on stay experience, organizing skill and service quality at Indian rural homestay settings. The study has direct implications for homestay operation and management and more generally towards customer relationship management

Keywords: Revisit Intention, Homestay Accommodation, Online Reviews, Host Attitude, Money Value, Stay Experience.
