



# AMERICAN JOURNAL OF TOURISM AND HOSPITALITY (AJTH)

ISSN: 2993-6519 (ONLINE)

VOLUME 2 ISSUE 1 (2024)

PUBLISHED BY

E-PALLI PUBLISHERS, DELAWARE, USA

## Exploring Tourism Opportunities: Perception of Potential Homestay Stakeholders in a Municipality in the Philippines

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### Article Information

**Received:** June 19, 2024

**Accepted:** July 29, 2024

**Published:** October 21, 2024

### Keywords

*Asean Homestay Standard, Homestay, Perception, Potential, Stakeholders*

### ABSTRACT

Travelers are looking for more authentic tourism experiences which include an encounter with true local culture in people's homes because "Home is where the heart is". Homestays are becoming a popular form of hospitality and lodging where travelers stay and rest in the home of a local family for a moment, becoming part of their lifestyle and daily work activities. This study focused on assessing the prior knowledge and acceptability of a potential homestay program in Bongabong, Oriental Mindoro using the ASEAN Homestay Standard criteria through the eyes of its stakeholders. The factors tested whether the chosen municipality could widen accommodation choices for tourists. This study aimed to determine the demographic profile and the level of perception of the forty-five respondents (potential homestay providers, community members, and tourism officers) who were selected through purposive sampling for the homestay program. This study employed a descriptive-correlational approach through face-to-face administration of the adopted questionnaire. The results revealed that there is no significant relationship between the demographic profile and the level of prior knowledge and program acceptability on potential homestay except for their educational attainment. The researchers conclude that despite demographic background, the community can still participate in the Homestay program if they meet the ASEAN Homestay Standard criteria. However, proper education and information dissemination should be taken into consideration before deploying programs that will involve various stakeholders. The researchers firmly recommend undertaking further study on the stakeholders' preparedness on homestays in different aspects like culture and infrastructure as well as safety and security.

### INTRODUCTION

Blessed with natural wonders like beaches, rainforests, and diving spots, and boasting a rich history and culture, the Philippines holds immense tourism potential. Despite infrastructure limitations, the tourism sector remains crucial, employing millions and experiencing rapid growth (Saddique, 2016). While the tourism industry is expanding quickly, it is crucial to make that growth sustainable and as advantageous to the local communities as possible. Local communities go beyond simply hosting tourists, acting as living cultural attractions that enrich the sense of place, atmosphere, and regional identity. Overall, community development will strengthen and help the locals to have a better and enhanced way of living. The Asia-Pacific Economic Cooperation (APEC) Tourism Charter recognizes community-based tourism (CBT) as a way to boost rural economies. CBT empowers local communities through collective decision-making and ownership, ensuring tourism benefits the residents themselves (Tasci *et al.*, 2014). CBT creates jobs, raises incomes, and fights poverty in these communities. It emphasizes social and environmental responsibility, cultural protection, and economic growth while fostering connections between tourists and locals. (Asia-Pacific Economic Cooperation, n. d.) Travelers are looking for more authentic tourism experiences, and that includes encounters with true local community culture in people's homes because "Home is where the heart is" (Sood *et al.*, 2016). Homestays, a type of CBT, are a popular tool for

development in Southeast Asian nations. By educating communities, homestay programs can improve lives by generating income and supporting local culture. Unlike traditional hotel stays, homestays immerse tourists in local life by offering accommodation within family homes. Travelers can experience daily routines and cultural practices firsthand, fostering a deeper connection with the destination. This model not only protects local customs and the environment but also empowers communities through income generation and job creation (Kumar Chhetri, 2015).

Homestays are an alternative lodging option for tourists in rural areas, where commercial accommodations might be scarce (SUNSTAR, 2014). Tourists stay with a local family and share meals, offering a cultural immersion experience. The Department of Tourism (DOT) sets accreditation guidelines for homestay accreditation guidelines, ensuring basic amenities and proper facilities. Municipalities in the Philippines are implementing homestay programs, with Camiguin Island as a prime example (SUNSTAR, 2014). The DOT recognizes the homestay market's potential and aims to improve the program through training initiatives (Talavera, 2017). The training aims to elevate the Philippine homestay program to meet ASEAN standards and attract more tourists (Talavera, 2017). Homestays can be a great alternative, especially in areas lacking quality hotels, fostering public-private partnerships in tourism (Talavera, 2017). The DOT actively promotes homestays

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to fill the accommodation gap in destinations without hotels (Amazona, 2018). The DOT ensures homestays meet ASEAN guidelines, focusing on homeowner qualifications, facilities, and hygiene (Amazona, 2018). Training programs like the DOT's ASEAN Homestay Training aim to equip homeowners with the skills to provide high-quality services and boost their income (ASEAN Homestay for Nueva Vizcaya, 2022).

Homestay programs post a lot of opportunities. This offers a unique solution for rural communities in Southeast Asia (Achten, 2014). Studies in successful homestay destinations like Nepal, Thailand, Malaysia, and India highlight the importance of community-level codes of conduct, stakeholder collaboration, and government regulations for effective implementation (Kumar Chhetri, 2015). Unlike large hotels that import supplies and limit local employment, homestays empower communities by directly distributing tourism income to homestay providers. This fosters local livelihood opportunities, generates additional income, and creates new jobs (Pusiran & Xiao, 2013). As a result, homestays are seen as a powerful tool for poverty reduction and community development (Pusiran & Xiao, 2013). In Malaysia, homestays, introduced in 1988, offer tourists cultural immersion and economic benefits for local communities (Pusiran & Xiao, 2013). The program generates income and jobs, motivating residents to participate (Pusiran & Xiao, 2013). However, even though there is so much positivity in implementing the Homestay Program, the case study in Kota Aur, Penang, Malaysia, explains that there are quite a few issues and challenges in implementing the programs provided by them and these are cultural diversity, homestay members being less active, less promotion, language barrier, and not up-to-date facilities (Sood *et al.*, 2016).

Homestays, a lodging option for tourists in rural areas lacking hotels (Shukor *et al.*, 2014), offer cultural immersion through stays with local families. This community-driven tourism product fosters economic growth, social interaction, and cultural exchange, positively impacting rural areas (Shukor *et al.*, 2014). However, for sustained development, collaboration between homestay providers, government, and marketing agencies is crucial. Furthermore, while government funding supports development, some homestay providers haven't seen the expected financial gains (Pusiran & Xiao, 2013). Further research is needed to explore variations in program success across communities and identify challenges faced by providers (Pusiran & Xiao, 2013). A study by Guevarra *et al.* (2015) explores how homestays in Sariaya, Philippines, foster cultural immersion for tourists ("gather," "build," "dwell," "learn"). The program relies on student guides, the tourism council, and homestay providers to create these experiences. However, for sustainability, the authors recommend competitive pricing, standardized services, exploring storytelling as a feature, addressing homeowner privacy concerns, and ensuring a fair return for providers (Guevarra *et al.*, 2015). They emphasize that success

hinges on not just cultural goals but also economic benefits and collaboration among stakeholders. Research by Ramli *et al.* (2015) suggests leadership development as a potential solution to improve program performance. The perception of potential homestay stakeholders needs to be addressed to support leadership development. The Association of the Southeast Asian Nations (ASEAN). Homestay standard stipulates specific requirements for qualifying homestays, including a minimum number of registered providers per village, background checks for hosts, and general health requirements. Beyond the initial requirements, seven (7) additional criteria namely: accommodation, safety and security, sustainability principles, management, hygiene and cleanliness, activities, and marketing and promotion must be met for homestays to function effectively as CBT (ASEAN Homestay Standard, 2016). The Philippine Department of Tourism (DOT) National Homestay Program connects tourists with local families near attractions, offering comfortable lodging and home-cooked meals. This initiative, originally aimed at providing alternative accommodation and Filipino cuisine, involves local homes in designated areas throughout the Philippines. Homestay providers are currently accredited to meet the minimal standards for homestay in terms of homestay sites, home facilities, and training. According to the DOT, there are municipalities scouted that are ready for the implementation of the project of homestay in Catarman, Camiguin, and Laguindingan, Misamis Oriental. They also conducted various seminars to ensure the sustainability of the homestay program in terms of providing clean and properly managed homes. According to the official website of the DOT, there are 201 accredited homestays in the country which can mainly be found in Region I and VIII (<https://philippines.travel/>). The same website shows that even though there are a lot of accredited "Mabuhay accommodations" in Region IV-B MIMAROPA (Occidental and Oriental Mindoro, Marinduque, Romblon, Palawan), there is a limited accredited homestay in the province of Oriental Mindoro. Oriental Mindoro, one of the territorial divisions of the island of Mindoro is a couple of hours away from the Port of Batangas and is considered the gateway to other parts of the country like provinces in Visayas. The province gained popularity for its long stretch of white beaches, rivers, mountains, and cultural centers. This study was conducted in Bongabong, one of the municipalities in Oriental Mindoro (the capital is the City of Calapan). Currently, there are no DOT-accredited accommodations in Bongabong.

This study was conducted to test whether Bongabong could widen choices for tourists through homestay in support of the current availability of local accommodation services and the influx of tourists. To promote new niches for tourism development, the perception of stakeholders including the community is important (Magboo-Campo, 2024) to materialize programs like homestays. Supporting this notion, Zielinski *et al.* (2020) suggest that improved quality of life fosters positive community perceptions

towards tourism. As locals gain an understanding of tourism-related issues, their participation becomes more achievable. Essentially, knowledge about tourism, development, and sustainability empowers communities to confidently engage in tourism development projects (Chatkaewnapanon & Lee, 2022). Perceptions of homestay stakeholders are essential. Research by Shukor *et al.* (2014) suggests homestay providers generally view the program favorably, experiencing positive economic and cultural impacts. However, concerns may exist regarding training, marketing support, and infrastructure development to further enhance the homestay experience for both tourists and providers. Balasingam & Bojei (2019) highlight two key factors for sustainable homestays: destination competitiveness and the multiplier effect. Registered homestays need to differentiate themselves to compete effectively (Balasingam & Bojei, 2019). This can be achieved by emphasizing homestay strengths, like friendly communities and local participation. It also finds a positive multiplier effect, meaning homestay income stays within the local community (Balasingam & Bojei, 2019). This benefits all stakeholders, encouraging further development of the program. This study may serve as base data for the future implementation of homestay in Bongabong. It aimed to gather the perception of the homestay provider, community, and Local Government Unit (LGU) specifically the tourism office on the homestay concept as part of the tourism development anchored from the criteria of the ASEAN Homestay Standard. This study generally aimed to assess the potential of homestay as part of the tourism development in Bongabong,

Oriental Mindoro to widen the accommodation choice for tourists.

More specifically, it

1) presented the demographic profile of the respondents in terms of gender, age, monthly income, educational attainment, source of income, and years of residency; 2) assessed the respondents' level of prior knowledge on homestay; 3) respondents' level of program acceptability towards Homestay adopting the criteria from the ASEAN Homestay Standard, and 4) tested the significant relationship of the demographic profile and the level of prior knowledge and program acceptability of the respondents towards homestay.

## METARIALS AND METHOD

### Research Design

This study used a descriptive-correlational research design to determine the relationship between the demographic profile and the level of perception of respondents towards a potential homestay program.

Figure 1 shows the conceptual framework of this study. The box on the left is the independent variable which shows the demographic profile of the respondents in terms of gender, age, civil status, years of residency, income levels, educational attainment, and source of income. The second box shows the dependent variable which is the level of perception and acceptability of the stakeholders: Community, LGU, and Homestay provider in Bongabong, Oriental Mindoro. The single-headed arrow measured the relationship between the two variables.

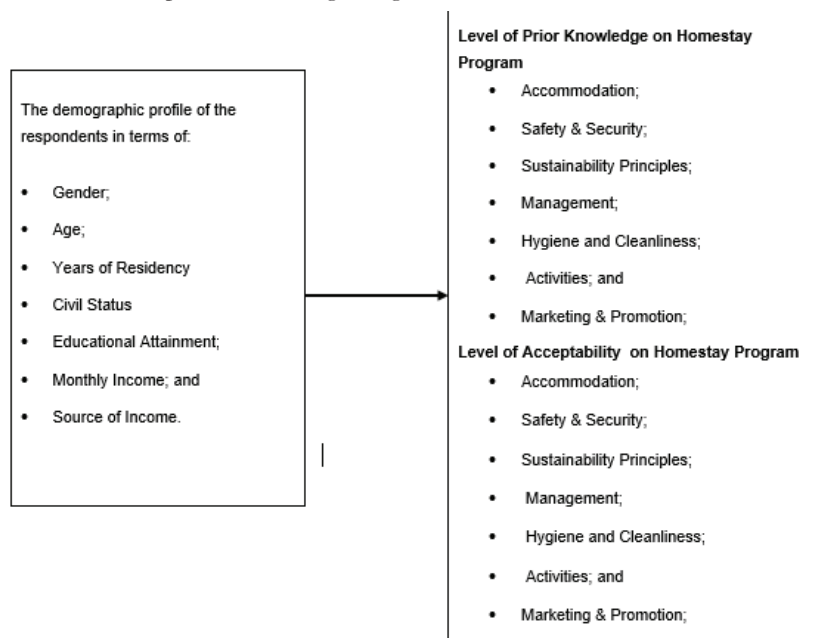


Figure 1: Conceptual Framework

### Research Setting

The study was conducted in Aplaya Bongabong, Oriental Mindoro. The research area was selected based on the prerequisite criteria from the ASEAN Homestay Standard. To qualify for the ASEAN Homestay assessment, villages must have at least five registered providers who meet

specific criteria. These include a clean criminal record, good general health, and completion of a basic homestay training program. The selection process itself focuses on both the homestay provider and the location. In terms of location, it should be accessible to any mode of transportation.



**Figure 2:** House of one the five potential homestay stakeholders(Provider)

**Research Respondents**

The forty-five (45) respondents of the study were from the three stakeholder classifications. First, five potential homestay providers specifically the head of the household. They were purposely selected based on the researcher’s mapping. These potential homestay providers have their houses as accommodation facilities that have met the criteria promulgated by the ASEAN Homestay Standard namely: the structure of the house shall be in a good, stable, and safe condition such as roof, walls, doors, floor, etc.; the homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house; there shall be a minimum of one (1) bathroom/toilet for the guest either inside the guest room or inside the house; the house shall have electricity supply; the house shall have adequate and clean water supply made available at all times inside the house. Second, thirty-nine (39) local community respondents. They were selected from the five nearest neighborhoods from every potential homestay provider of the age of eighteen and above. Third was the local tourism coordinator (1) who supervised all the tourism activities in the area. The limitations of this study included the initial determination of respondents based on the ASEAN homestay criteria and potentially hindering inclusivity.

**Research Instrument**

The researchers used a set of questionnaires that included statements from the criteria promulgated by the ASEAN Homestay Standard. Before the actual data collection, researchers tested the reliability of their instrument through Cronbach’s alpha assessment on ten non-respondents. It consists of two parts. Part one pertained to the demographic profile of respondents such as gender, age, income level, educational attainment, civil status, source of income, and years of residency. Part two consisted of statements that aimed to know the level of prior knowledge towards homestay of potential homestay providers, the community, and the tourism office which was assessed using a 4-point Likert scale that ranges from 4 (Extremely aware), 3 (Moderately aware), 2 (slightly unaware), 1 (Totally unaware) and program acceptability which was assessed using 4-point Likert scale that ranges from 4 (strongly acceptable), 3 (acceptable), 2 (unacceptable), 1 (strongly unacceptable) respectively.

**Statistical Treatment of Data**

Frequency and Percentage were used in describing the demographic profile of the three groups of respondents. Weighted Mean was used to measure the responses of the respondents on the two major variables and their indicators. Pearson’s Product moment of Correlation (Pearson’s *r*) was used to interpret the coefficient of correlational value between the demographic and the level of prior knowledge and acceptability of the homestay program.

**Data Collection Procedure**

The researchers first requested a permit from the Barangay to conduct a data gathering, followed by having a brief conversation with the respondents with the assistance of the Barangay Captain. From the actual data collection, the researchers gathered the statistics in the form of a survey questionnaire from the potential stakeholders namely: five potential homestay providers, the neighborhood of every potential homestay provider, and the local tourism coordinator of Bongabong, Oriental Mindoro. The researchers personally conducted the data gathering in the research area with strict compliance with health and safety protocols. The survey was carried out in January 2023.

**Ethical Considerations**

In this study, the researchers provided a letter informing local authorities about the survey and then requested permission to conduct the study in the research area specifically the Tourism Coordinator in the Municipality of Bongabong, Oriental Mindoro, and the Barangay Captain of Barangay, Aplaya Bongabong, Oriental Mindoro. The researchers explained to all the respondents the purpose of the study. The researchers asked for consent and became open to voluntary participation, and the respondents had the freedom to participate and guarantee that all information and photos collected from this study were treated with confidentiality.

**RESULTS AND DISCUSSIONS**

**Demographic Profile of the Respondents**

**Table 1:** Demographic profile in terms of gender

Gender	Frequency	Percentage
Male	26	58
Female	19	42
Total:	45	100

As shown in Table 1, most of the respondents with 26 frequencies are male with 58% while 42% are female with 19 frequencies.

Table 2 shows the demographic profile of the respondents in terms of age. As shown, ages 18 – 25 got the highest frequency of 39 respondents with 87%, ages 50 above got 3 frequencies with 7%, ages 42 – 49 got 2 frequencies with 4%, ages 26 – 33 got 1 frequency with 2%, ages 34 – 41 got 35 having none.

**Table 2:** Demographic profile in terms of age

Age	Frequency	Percentage
18 – 25	39	87
26 – 33	1	2
34 – 41	0	0
42 – 49	2	4
50 – 57	3	7
Total	45	100

**Table 3.** Demographic profile in terms of years of residency

Years of Residency	Frequency	Percentage
6 – 15	2	5
16 – 25	38	84
26 – 35	0	0
36 – 45	1	2
46 and above	4	9
Total:	45	100

Table 3 shows the demographic profile of the respondents in terms of residency. Most of the respondents with 38 frequencies range from 16 – 25 years 84%, ranging from 46 and above with a percentage of 9%, a resident with a range of 6 – 15 years with the frequency of 2 and a percentage of 5%, residents ranging from 36 – 45 with the frequency of 1 and a percentage of 2%, residents ranging from 26 – 35 have none.

**Table 4:** Demographic profile in terms of civil status

Civil Status	Frequency	Percentage
Single	38	84
Married	7	16
Total:	45	100

Table 4 shows that of the total of 45 respondents, 84% are Single with a frequency of 38, and 16% are married with a frequency of 7. This implies that most of the respondents are single.

**Table 5:** Demographic profile in terms of educational attainment

Educational Attainment	Frequency	Percentage
Elementary Graduate	3	7
Elementary Undergraduate	0	0
High school Graduate	2	4
Highschool Undergraduate	10	22
College Graduate	17	38
College Undergraduate	9	20
Postgraduate	4	9
Total:	45	100

Table 5 shows that College Graduates got the highest response in the demographic profile in terms of educational attainment with 17 frequencies at 38%, High school undergraduate with 10 frequencies at 22%,

College Undergraduates with 9 frequencies at 20%, Post graduate with 4 frequency at 9%, Elementary Graduate with 3 frequencies at 7%, High school Graduate with a frequency of 2 at 4% and lastly the Elementary Undergraduate 35 have none.

**Table 6:** Demographic profile in terms of estimated monthly income.

Estimated Monthly Income	Frequency	Percentage
None	18	40
10,000 below	10	22
10,000 – 20,000	11	24
21,000 – 35,000	3	8
36,000 – 45,000	0	0
46,000 – 65,000	1	2
66,000 – 100,000	1	2
100,000 and above	1	2
Total:	45	100

Table 6 shows that those who are unemployed and don't get a monthly income got the highest percentage of 40% at 18 frequency, estimated monthly income at 10,000 – 20,000 got 11 frequencies at 24%, estimated monthly income at 10,000 and below got 22% at 10 frequency, estimated monthly income at 21,000 – 35,000 got 8% at 3 frequency, estimated monthly income at 46,000 – 65,000, 66,000 – 100,000 and 100,000 and above got the same frequency of 1 at 2%.

**Table 7:** Demographic profile in terms of source of income

Source of Income	Frequency	Percentage
Business owner	17	38
Private employee	1	2
Government employee	9	20
Student	18	40
Total:	45	100

Table 7 shows that students got the highest frequency of 18 at 40%, Business owners with 17 frequencies at 38%, government employees with 9 frequencies at 20%, and lastly, private employees got 1 frequency at 2%.

**Prior Knowledge of Homestay**

As presented in Table 8 and from the responses, the item stating "The house should have electricity and clean water supply" is the highest mean of 3.82 described as Extremely Aware. This means that the respondents agreed that in terms of accommodation, it is a must to have proper electricity and clean water supply. This table also shows the item stating "The house design that should be provided should reflect community's lifestyle" has the lowest mean of 3.22 among all the items but is also described as Moderately Aware. In general, the overall mean of the perception of the respondents on

**Table 8:** Mean Level of Prior knowledge of homestay in terms of Accommodation

Accommodation	Mean	Rank	Description
The house structure should be stable and in good condition.	3.76	2	Extremely Aware
The house design that should be provided should reflect the community's lifestyle.	3.22	5	Moderately Aware
The house must have at least 1 bathroom/toilet for guests inside or outside the house.	3.67	3	Extremely Aware
The house should have electricity and a clean water supply.	3.82	1	Extremely Aware
The basic amenities such as a fan, desk, mirror, and electric socket should be provided.	3.27	4	Moderately Aware
<b>Overall Mean</b>	3.55		Moderately Aware

a potential homestay in terms of accommodation is 3.55 respondents are moderately aware that the listed items in described as Moderately Aware. The result implies that the terms of accommodation should be given and provided.

**Table 9.** Mean Level of Prior knowledge of homestay in terms of Safety and Security

Safety and Security	Mean	Rank	Description
The basic training in first aid is needed.	3.87	1	Extremely Aware
The house should have at least 2 safety personnel who shall accompany the guest to ensure their safety.	3.22	5	Moderately Aware
The guests should register their names and contact numbers for record and monitoring purposes.	3.33	4	Moderately Aware
The guests should undergo a briefing on safety aspects before taking part in any homestay activity.	3.38	3	Moderately Aware
A manual for safety procedures and guidelines is needed.	3.64	2	Extremely Aware
<b>Overall Mean</b>	3.49		Moderately Aware

As presented in Table 9 and from the responses, the item stating "The basic training in first aid is needed" got the highest mean of 3.87, and as described as Extremely Aware, It also shows the item stating "The house should have at least 2 safety personnel that shall accompany the guest to ensure their safety" got the lowest mean of 3.22 among all the items but also described as Moderately Aware. This means that the respondents agreed in the Homestay Program that there is a need to know about basic training in first aid. The overall mean score of 3.49 is described as Moderately Aware. The result implies that the respondents agreed that in the Homestay Program, the people who take care of the tourist should be knowledgeable and aware in terms of safety and security.

**Table 10:** Mean Level of Prior knowledge of homestay in terms of Sustainability Principles

Sustainability Principles	Mean	Rank	Description
1. The traditional or local' food should be offered to guests.	3.71	1	Extremely Aware
The participation in commercial sexual activities or illegal drug use should be banned.	3.51	3	Moderately Aware
The homestay organization should recruit and employ staff from the local community.	3.20	5	Moderately Aware
4. The building should be strong and aim to lessen the harm caused by poorly designed buildings.	3.38	4	Moderately Aware
Buying products from local enterprises will show support for the Homestay Program.	3.64	2	Extremely Aware
<b>Overall Mean</b>	3.49		Moderately Aware

As presented in Table 10 and from the responses, the item stating "The traditional or locals' food should be offered to guests" got the highest rank with the mean score of 3.71 which is described as Extremely aware, respondents are aware that serving traditional and local food to guest in the homestay program can help provide a better experience in Homestay. The item stating "The homestay organization should recruit and employ staff from the local community" has the lowest mean of the items 3.20 which is also described as Moderately Aware. The overall mean score of 3.49 is described as Moderately Aware. The result implies that knowledge of Sustainable principles can have a big impact on the possible experience of tourists in a homestay.

**Table 11:** Mean Level of Prior knowledge of homestay in terms of Management

Management	Mean	Rank	Description
1. Having a strong leadership quality is needed.	3.49	2	Moderately Aware
2. An organizational structure with clear roles, responsibilities, and lines of communication is needed	3.51	1	Moderately Aware
Creating a registration system to keep a record of guest arrival is needed.	3.38	3	Moderately Aware
4. Getting a record of comments, complaints, and suggestions is needed.	3.42	4	Moderately Aware
5. Providing a database containing information like home address, number of family members, knowledge, and skills is needed.	3.24	5	Moderately Aware
<b>Overall Mean</b>	3.41		Moderately Aware

As presented in Table 11 and from the responses, the item stating “An organizational structure with clear roles, responsibilities and line of communication is needed” is the highest containing a mean of 3.51, and is described as Moderately Aware. On the other hand, the lowest mean in all items in the Management stating “Providing database containing information like home address, number of

family member, knowledge and skills is needed” got a mean of 3.24 described as Moderately Aware. The overall mean on the level of prior knowledge of Potential Homestay in terms of Management is 3.41 described as Moderately Aware. The result implies that management can play an important role in the better implementation of the Homestay Program.

**Table 12.** Mean Level of Prior knowledge of homestay in terms of Hygiene and Cleanliness

Hygiene and Cleanliness	Mean	Rank	Description
The surroundings shall be kept clean.	3.71	1	Extremely Aware
Showcasing the beauty of the area and its cleanliness is needed.	3.60	3	Extremely Aware
Participating in cleaning operations is a big help in the Homestay Program.	3.51	5	Moderately Aware
Keeping the area clean from any kind of germs and diseases is needed.	3.62	2	Extremely Aware
Local enterprises sell products that are clean and free from any kind of contamination.	3.60	3	Extremely Aware
<b>Overall Mean</b>	3.61		Extremely Aware

In the presented Table 12, shows that the response to the item that states “The surroundings shall be kept clean” is the highest by having a mean of 3.71 and is described as Extremely aware. This means that the respondents agreed that in the Homestay Program, the surroundings, or the place itself should be clean for the tourist to have a better experience. This table also shows the lowest mean in the items, and it states “Participating in cleaning operation is a big help in the Homestay Program” which got 3.51 and

described as Moderately Aware which implies that the respondents are willing to help by making the Homestay Program achieve excellency by its operation. In general, the overall mean of the perception of the respondents in terms of hygiene and cleanliness is 3.61 described as Extremely Aware. The results imply that respondents are willing to show their rural resources in a presentable, safe, and attractive manner to make a successful Homestay Program.

**Table 13:** Mean Level of Prior knowledge of homestay in terms of Activities

Activities	Mean	Rank	Description
Offering tourists other attractions in the area will be a big help to the tourist experience in the Homestay Program.	3.47	2	Moderately Aware
Showcasing local resources like local enterprises and natural resources will be a big help to the tourist experience in the Homestay Program.	3.47	2	Moderately Aware
The community identity, values, and beliefs in any activities in the Homestay Program should be retained.	3.36	4	Moderately Aware
Any activities should preserve and involve guests in communal activities to showcase community spirit and social cohesion.	3.31	5	Moderately Aware
Activities that preserve local handicrafts and showcase local performing arts should be offered.	3.51	1	Moderately Aware
<b>Overall Mean</b>	3.42		Moderately Aware

As presented in Table 13 and from the responses, the item stating “Activities that preserve local handicrafts and showcase local performing arts should be offered”

is the highest, containing a mean of 3.51 described as Moderately Aware, While the statements stating “Any activities should preserve and involve guest in communal

activities to showcase community spirit and social cohesion” got the lowest mean in all items with 3.31 describe as Moderately Aware though it got the lowest mean in all group the result still shows that the respondents are aware of their responsibilities and got a sight on what

to do to deliver great homestay experience to the tourist. The overall mean of the level of prior knowledge of the respondents in terms of activities was 3.42. The result implies that building trust and activities are one of the most important factors that influence tourist visits.

Table 14: Mean Level of Prior knowledge of homestay in terms of Marketing and Promotion

Activities	Mean	Rank	Description
Offering tourists other attractions in the area will be a big help to the tourist experience in the Homestay Program.	3.47	2	Moderately Aware
Showcasing local resources like local enterprises and natural resources will be a big help to the tourist experience in the Homestay Program.	3.47	2	Moderately Aware
The community identity, values, and beliefs in any activities in the Homestay Program should be retained.	3.36	4	Moderately Aware
Any activities should preserve and involve guests in communal activities to showcase community spirit and social cohesion.	3.31	5	Moderately Aware
Activities that preserve local handicrafts and showcase local performing arts should be offered.	3.51	1	Moderately Aware
<b>Overall Mean</b>	3.42		Moderately Aware

As presented in Table 14 and from the responses, the item stating “Providing promotional material like brochures is needed” got the highest mean of 3.67 which is described as Extremely Aware. The item stating “It is important to identify the target markets to suit guest needs and wants” got the lowest mean of 3.31 among all items and was

described as Moderately Aware. The overall mean score is 3.46 which is described as Moderately Aware. The result implies that the respondents are aware that marketing and promotion can be a big factor in the success of the Homestay Program.

Table 15: Mean Level of Acceptability of homestay program in terms of Accommodation

Accommodation	Mean	Rank	Description
I am willing to accommodate tourists or guests.	3.53	1	Acceptable
I am willing to give full support to the homestay program by showing a warm welcome to guests.	3.27	5	Acceptable
I am willing to help guests experience the culture and lifestyle as part of giving a better approach to tourists.	3.38	3	Acceptable
I am willing to do my part and open to any changes to give a great experience to tourist by providing their needs and wants. Example information from a certain place or activities.	3.36	4	Acceptable
I am willing to help provide clean water and food as part of showing support and welcome to tourists or guests	3.53	1	Acceptable
Overall mean	3.41		Acceptable

**Level of Acceptability of Homestay Program**

As presented in the table and from the responses, the item states, “I am willing to accommodate tourists or guests.” The highest mean of 3.53 is described as acceptable. This means that the respondents agreed to provide clean water and food as part of showing support and welcome to tourists or guests. This table also presented that the item stating, “I am willing to give full support to homestay program by showing a warm welcome to the guest.” has the lowest mean of 3.27 which is described as acceptable, which implies that the respondents will give full support to homestay program by showing a warm welcome to the guest. In general, the overall mean of the perception of respondents on assessment on the level of acceptability on Potential Homestay in terms of Accommodation is

3.41 described as acceptable. The result implies that the respondents accept that the homestay program should be supported through quality accommodation.

As presented in Table 16, the item stating, “I am willing to accompany guests and help ensure their safety in the homestay program.” is the highest, containing a mean of 3.53 described as acceptable. This means that the respondents agree to accompany guests and help ensure their safety in the homestay program. This table also presented that the item stating, “I am willing to provide leaflets on safety guidelines and tips for a better experience of guests.” has the lowest mean of 3.27 which is described as acceptable, implying that the respondents are willing to provide safety guidelines and tips for a better guest experience. In general, the overall

**Table 16:** Mean Level of Acceptability of homestay program in terms of Safety and Security

Safety and Security	Mean	Rank	Description
I am willing to provide leaflet on safety guidelines and tips for a better experience for guests.	3.27	5	Acceptable
I am willing to provide the contact number of authorities to communicate in case of danger.	3.31	4	Acceptable
I am willing to accompany guests and help ensure their safety in the homestay program.	3.53	1	Acceptable
I am willing to help guest provide their information like names and contact numbers to the appropriate person to avoid scams.	3.44	2	Acceptable
I am willing to accompany guest if they need to ensure their safety and security in participating in any Homestay activities.	3.42	3	Acceptable
Overall mean	3.40		Acceptable

mean of the perception of respondents on the level of acceptability of Potential Homestay in terms of Safety and Security is 3.40 described as acceptable. The result implies that safety and security are deemed important by the stakeholders for homestay to flourish.

**Table 17:** Mean Level of Acceptability of homestay program in terms of Sustainability Principle

Sustainability Principles	Mean	Rank	Description
I am willing to accept any employment opportunities in the Homestay Program.	3.54	1	Strongly Acceptable
I am willing to promote cleanliness to sustain the Homestay Program.	3.44	5	Acceptable
I am willing to help limit the physical impact of tourists on the environment	3.55	3	Acceptable
I am willing to show the importance of respect to guests to the local culture and behavior.	3.51	4	Acceptable
I am willing to promote local festivals and visit nearby markets to the guests in the homestay program.	3.58	2	Acceptable
Overall mean	3.56		Acceptable

As presented in Table 17, the item stating, “I am willing to accept any employment opportunities in the Homestay Program.” is the highest, containing a mean of 3.64 described as strongly agree. This means that the respondents are open to the economic opportunities of homestay. This table also presented that the item stating, “I am willing to promote cleanliness to sustain the Homestay Program.” has the lowest mean of 3.44 described as Acceptable, which implies that the respondents agreed to promote cleanliness and sustainable development. In general, the overall mean of the level of program acceptability of Potential Homestay in terms of sustainability principles is 3.56 described as acceptable. The result implies that the respondents are willing to accept and participate in terms of sustainability principles to be carried out by the homestay program.

**Table 18:** Mean Level of Acceptability of homestay program in terms of Management

Management	Mean	Rank	Description
I am willing to have and show strong leadership qualities in the future implementation of the homestay program.	3.47	3.5	Acceptable
I am willing to do my role and responsibility which is to give support and convenience in the experience of tourists in the homestay program.	3.58	2	Acceptable
I am willing to provide basic manuals and guidelines to the guest.	3.47	3.5	Acceptable
I am willing to provide information tell my knowledge and showcase my skills to tourists and guests.	3.44	5	Acceptable
I am willing to help get guests basic information for recording purposes.	3.60	1	Acceptable
Overall mean	3.51		Acceptable

As presented in Table 18 and from the responses, the item stating, “I am willing to help get guest basic information for recording purposes.” is the highest, containing a mean of 3.60 described as strongly agree. This means that the respondents are willing to help get guests basic information for homestay organizations with clear roles, responsibilities, and lines of communication. This table also presented that the item stating, “I am willing to provide information and tell my knowledge and showcase my skills to tourists and guests.” has the lowest

mean of 3.44 described as acceptable, which implies that the respondents agreed to provide information and share their experience and abilities with tourists. In general, the respondents' assessment of Potential Homestay in terms of management is 3.51 described as acceptable. The result implies that the respondents believe that the absence of

records and information may result in inaccurate statistics and a wrong understanding of growth for that specific Homestay program if there is also no formal management system in place within the Homestay organization, such as working committees, meetings, and the like.

**Table 19:** Mean Level of Acceptability of homestay program in terms of Hygiene and Cleanliness

Hygiene and Cleanliness	Mean	Rank	Description
I am willing to help and make the Homestay area clean and free from germs.	3.60	1	Strongly Acceptable
I am willing to help provide basic hygiene kits and materials if necessary.	3.44	4	Acceptable
I am willing to help and provide clean mattresses if needed for the guest to have a great homestay experience.	3.56	2	Acceptable
I am willing to be more responsible for my waste to have a clean and better environment to improve the Homestay experience of the tourists.	3.49	3	Acceptable
I am willing to raise awareness to have a clean production of food and any materials like souvenirs for the guests.	3.42	5	Acceptable
Overall mean	3.50		Acceptable

From the responses, the item stating, "I am willing to help and make the Homestay area clean and free from germs." is the highest, containing a mean of 3.60 described as strongly Acceptable. This means that the respondents are willing to improve customer satisfaction through hygiene and cleanliness and improve the quality of tourism services in communities with exceptional tourism experiences. This table also presented that the item stating, "I am willing to raise awareness to have a clean of food and any materials like souvenirs for

the guest." has the lowest mean of 3.42 described as Acceptable, which implies that the respondents are willing to provide cleanliness and well-ventilated kitchen, bathroom, bedroom, and food preparation. In general, the overall mean of the acceptability of respondents in terms of Hygiene and Cleanliness is 3.50 described as acceptable. The result suggests that respondents identified poor accommodation quality and inadequate bathroom/toilet facilities as internal weaknesses hindering tourist attraction in homestays.

**Table 20:** Mean Level of Acceptability of homestay program in terms of Activities

Activities	Mean	Rank	Description
I am willing to involve guests in communal activities to showcase community spirit and social cohesion.	3.47	3,5	Strongly Acceptable
I am willing to let guests explore, try, and experience another tourist attraction in the homestay area.	3.53	1	Acceptable
I am willing to help implement homestay activities that shall encourage interactive participation between the local community and guests.	3.49	2	Acceptable
I am willing to showcase local sources like local culture and heritage, local enterprises, and natural resources.	3.47	3.5	Acceptable
I am willing to share and let tourists experience the lifestyle that the area has.	3.38	5	Acceptable
Overall mean	3.47		Acceptable

From the responses, the item stating, "I am willing to let guest explore, try and experience another tourist attraction in the homestay area." is the highest, containing a mean of 3.53 described as agree, which implies that the respondents are willing to showcase the nature resources and tourist attraction in the surrounding. This table also presented that the item stating, "I am willing to share and let tourists experience the lifestyle that the area has." has the lowest mean of 3.38 which is described as Acceptable, which implies that the respondents agreed to showcase the local culture and heritage, local enterprises of the area. In general, the overall mean of the acceptability of respondents on the Potential Homestay in terms

of activities is 3.47 described as acceptable. The result implies that the respondents are very much willing to allow tourists to visit rural villages and attractions as well as experience the hosts' culture in their homes.

From the responses, the item stating, "I am willing to promote homestay because the homestay price is economic, environmental and practical." is the highest, containing a mean of 3.60 described as strongly Acceptable. This means that the respondents are willing to promote homestay because of economic, environmental, and socio-cultural sustainability. Table 20 also presented the item stating, "I am willing to promote homestay since it is important to do this because it will

**Table 21:** Mean Level of Acceptability of homestay program in terms of Marketing and Promotion

Marketing and Promotion	Mean	Rank	Description
I am willing to promote homestay because the homestay price is economic, environmental, and practical.	3.60	1	Strongly Acceptable
I am willing to promote homestay since it is important to do this because it will help to maintain and sustain the culture and cultural heritage site since these locations are popular tourist destinations.	3.22	5	Acceptable
I am willing to offer cultural activities which can present local characteristics	3.47	3	Acceptable
I am willing to promote local activities for energy conservation and motivate guests to adopt green practices through homestay.	3.44	4	Acceptable
I am willing to improve the service quality of homestay	3.53	2	Acceptable
Overall mean	3.45		Acceptable

help to maintain and sustain the culture and cultural heritage site since these locations are popular tourist destinations.” This has the lowest mean of 3.22 described as agree, which implies that the respondents are willing to promote homestay because it will provide cultural preservation, and economic development can provide a variety of advantages and help to revive the rural economy. In general, the overall mean of the acceptability of respondents in terms of marketing and promotion

is 3.45 described as acceptable. The findings indicate that respondents perceive the homestay program as beneficial for promoting local well-being. They believe it generates income, supports cultural and artistic endeavors, encourages the preservation of historical sites, and fosters environmental conservation through community education. This suggests their agreement with promoting the program.

**Table 22:** The Correlation Analysis between the Demographic Profile of the respondents and their Prior Knowledge of Potential Homestay

Demographic Profile	Prior Knowledge of Potential Homestay													
	Accommodation		Safety and Security		Sustainability Principles		Management		Hygiene and Cleanliness		Activities		Marketing and Promotion	
	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result
Gender	0.074	NS	0.115	NS	0.176	NS	0.176	NS	0.241	NS	0.128	NS	0.100	NS
Age	0.229	NS	0.080	NS	0.211	NS	0.211	NS	0.188	NS	0.260	NS	0.221	NS
Civil Status	0.160	NS	-0.051	NS	0.072	NS	0.072	NS	0.079	NS	0.083	NS	0.102	NS
Years of Residency	0.169	NS	-0.003	NS	0.202	NS	0.202	NS	0.132	NS	0.258	NS	0.212	NS
Educational Attainment	0.166	NS	0.314	S	0.155	NS	0.155	NS	0.116	NS	0.106	NS	-0.015	NS
Estimated Income	0.110	NS	-0.100	NS	0.090	NS	0.090	NS	0.157	NS	0.239	NS	0.016	NS
Source of Income	-0.049	NS	0.211	NS	-0.193	NS	-0.193	NS	-0.042	NS	-0.235	NS	-0.020	NS

*Critical r values: 0.294 Degree of freedom: 43 Level of Significance: 5% S-Significant NS-Not Significant*

**The Correlation Analysis between Variables**

Table 21 shows that the results of correlation analysis illustrate that there is no significant relationship between the demographic profile and the level of perception of potential homestay as perceived by the respondents in terms of gender, age, civil status, residency, estimated monthly income, and source of income. This implies that despite these, everybody may participate in making the homestay program more achievable. On the other hand, educational attainment in safety and security shows a significant relationship as it exceeded the critical r-value of 0.294. This implies that educational attainment plays a

crucial role in embracing personal, social, and economic development. It empowers individuals, promotes equality of opportunity, and contributes to the overall progress and well-being of societies. The educational background of the community serves as a foundation for embracing new program introductions and implementing and sustaining them.

As shown in Table 22, the results of correlation analysis illustrate that there is no significant relationship between the demographic profile and Program Acceptability on Potential Homestay as perceived by the respondents in terms of gender, age, civil status, residency, source of

**Table 23:** The Correlation Analysis between the Demographic Profile of the respondents and their Prior Knowledge of Potential Homestay

Demographic Profile	Program Acceptability of Potential Homestay													
	Accommodation		Safety and Security		Sustainability Principles		Management		Hygiene and Cleanliness		Activities		Marketing and Promotion	
	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result	R-Value	Result
Gender	0.074	NS	0.115	NS	0.176	NS	0.176	NS	0.241	NS	0.128	NS	0.100	NS
Age	0.229	NS	0.080	NS	0.211	NS	0.211	NS	0.188	NS	0.260	NS	0.221	NS
Civil Status	0.160	NS	-0.051	NS	0.072	NS	0.072	NS	0.079	NS	0.083	NS	0.102	NS
Years of Residency	0.169	NS	-0.003	NS	0.202	NS	0.202	NS	0.132	NS	0.258	NS	0.212	NS
Educational Attainment	0.166	NS	0.314	NS	0.155	NS	0.155	NS	0.116	NS	0.106	NS	-0.015	NS
Estimated Income	0.110	NS	-0.100	NS	0.090	NS	0.090	NS	0.157	NS	0.239	NS	0.016	NS
Source of Income	-0.049	NS	0.211	NS	-0.19	NS	-0.193	NS	-0.042	NS	-0.235	NS	-0.020	NS

*Critical r values: 0.294; Degree of freedom: 43; Level of Significance: 5%; S-Significant NS-Not Significant*

income, it shows that on the computed R-values which failed to exceed to 0.294 critical values using 43 degrees of freedom at 5% level of significance. This implies that despite gender, age, civil status, residency, and source of income are willing to accept the implementation of the homestay program. On the other hand, the educational attainment to sustainability principles (0.304) estimated income to sustainability principles (0.356) estimated income to marketing and promotion (0.312) show a significant relationship as they exceeded the critical R-value of 0.294 using 43 degrees of freedom at 5% level of significance. This implies that the educational attainment of respondents has greatly affected their acceptability of sustainability principles as well as their practices. This suggests that the more equipped knowledge the homestay providers, community members, and tourism workforce, the more they may welcome sustaining homestay programs in the long run. Additionally, respondents' income status significantly affected their program acceptability on sustainability principles which suggests that the income status of potential homestay providers and community members affects how willing they are to shell out expenses on improving and sustaining practices and principles of the homestay program. This indicates that the financial capability of providers and the community is a contributing factor towards offering and sustaining homestay. Furthermore, estimated income has significantly affected the program's acceptability towards homestay in terms of marketing and promotion which suggests that providers and community members with stable income may make themselves more involved in marketing efforts be it through the traditional or digital platform.

**CONCLUSION**

The most important thing to consider before employing

new programs, especially in community-based tourism, is the in-depth acceptance of the community, which is considered one of the most important tourism stakeholders. This study found that the demographic profile of community members, potential homestay providers, and tourism units may not be a great contributing factor in determining their acceptability towards homestay programs but taking into consideration other profiles such as educational attainment may lead other stakeholders to encourage development on this matter. It is important to note that homestays may not be suitable for everyone. Some individuals may prefer more privacy and independence during their travels, or they may have specific accommodation needs that are better met by hotels or other types of lodging. It is essential to take note that there is no "one size, fits all" type of accommodation for every tourist, especially when individuals become more concerned about hygiene, value for money, expectation versus reality, repeat businesses, accessibility, and others. This is where further knowledge transfer, enhancement, and capability training may be provided for the tourism workforce to address these differences. Families in the community have differentiated capacities when it comes to access to formal education but in introducing programs that will benefit the community, other tourism stakeholders may create extensive effort when it comes to information dissemination, training, and development. Homestay programs may be a huge leap to commence with following the ASEAN Homestay Standard, as this may take time to accomplish every single criterion, but tourism just like any other industry requires collaborative contribution to achieve bigger. This may start with the community level, since this study pointed the high acceptability towards the potential homestay program in Aplaya, Bongabong, Oriental Mindoro, followed by strong support, continuous implementation, and monitoring by

the concerned local unit, then next is the intervention of the national government. Homestay programs empower local communities by directly distributing tourism income to homestay providers, fostering livelihood opportunities, additional income, and new jobs. This may alleviate poverty and promote development, requiring provincial and local government support through capacity-building programs and ongoing efforts to promote, plan, and ensure the safety of these programs for both tourists and communities. While homestay programs demonstrably empower local communities through direct income distribution and job creation, further research is also needed to optimize their impact. The researchers firmly recommend undertaking further study on the stakeholders' preparedness on homestays in different aspects like culture and infrastructure as well as safety and security. Future researchers may also conduct a comparative study on potential homestay stakeholder's perceptions. This would supplement the limited information available and help shape future program development.

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