



Assessing the Effectiveness of Homestay Feedback Mechanisms on Customer Satisfaction in West Jaintia Hills, Meghalaya

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Abstract. The effect of homestay feedback systems on patron satisfaction in West Jaintia Hills, Meghalaya, is examined in this study. It describes how feedback response systems and customer satisfaction relate to homestays in rural tourism. The results show that customer satisfaction is significantly increased by common feedback systems, which are based on frequent communication, timely grievance resolution, and consideration of client suggestions. This study has brought attention to the significance of cultural awareness and individualized care in homestays throughout Meghalaya's West Jaintia Hills. This study has yielded results for efficient feedback systems in homestays to help with client happiness and loyalty. The quality of rural tourism in Meghalaya can be improved by guesthouse managers, owners, and policymakers using these insights. This qualitative study's primary goal is to investigate how homestay feedback mechanisms affect patron satisfaction in West Jaintia Hills, Meghalaya. The subjective viewpoints and experiences of homestay customers will be revealed, aiding in the analysis of the elements that affect patron happiness in homestays. Deep interviews were used to define important satisfaction criteria, such as cultural participation, customized attention, and local authenticity. Both understanding homestay visitor happiness and developing policies aimed at enhancing rural travel are aided by the findings, which also help to improve the quality of rural tourist services. The main objective of the study is to understand the relationship between feedback systems and customer satisfaction with regard to homestays in the setting of rural tourism.

Keywords: Homestay, feedback mechanisms, customer satisfaction, rural tourism, West Jaintia Hills, Meghalaya.

1. Introduction

1.1 Background of the Study

In rural tourism, tourism has increased significantly with tourists being surrounded by indigenous culture, tradition, and nature. Homestay is one of the forms of rural tourism that offers cross-cultural contact and local economic benefits in the guise of authentic and personalized experience. Homestay supports the sustainable tourism of Meghalaya while being respectful of the indigenous heritage. In recent times, governments, non-governmental organizations, and industry players have begun to focus more on rural tourism due to its ability to benefit its rural population. In the hospitality industry, customer feedback mechanisms are vital as they allow service providers to enhance client satisfaction and enhance products. A proper feedback mechanism allows firms to receive information about visitors' expectations, solve complaints, and make corresponding adjustments to enhance the quality of service. In rural homestays,

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though, feedback mechanisms are informal, i.e, they do not run in systematic ways to effectively handle issues of concern by customers [1].

1.2 Research Problem

In spite of the growing popularity of homestays in Meghalaya, little research has been done to evaluate the role and effectiveness of feedback mechanisms in enhancing customer satisfaction [2]. Hospitality feedback systems have been the subject of most studies, with a focus on urban hotels and resorts, while the use of customer feedback in rural tourism environments remains unknown [3]. Homestay owners in West Jaintia Hills tend to depend on word-of-mouth comments instead of formal systems, and hence it is challenging to measure and implement service enhancements [4]. Thus, this research aims to analyze the influence of feedback mechanisms on customer satisfaction and investigate methods for improving these systems in Meghalaya's rural tourism industry.

1.3 Objectives of the Study

This research aims to achieve the following objectives:

- To examine the effect of feedback mechanisms on customer satisfaction in homestays in West Jaintia Hills.
- To determine the important factors affecting homestay satisfaction, such as service quality, cultural authenticity, and responsiveness to comments.
- To make recommendations to homestay operators to enhance feedback gathering and implementation processes.

1.4 Research Questions

The study will address the following research questions:

- What is the impact of homestay feedback mechanisms on customer satisfaction?
- Which elements of the feedback process have the biggest impact on enhancing services?
- What are the barriers to overcoming in order to implement effective feedback mechanisms in rural homestays?

1.5 Scope of the Study

The study focuses on homestays in **West Jaintia Hills, Meghalaya**, a region known for its scenic landscapes and growing rural tourism sector [5]. Both homestay hosts and guests are involved, and their opinions on feedback systems and their contribution to service improvement are examined.

1.6 Significance of the Study

Through presenting data on how feedback systems can enhance homestay guests' satisfaction, this research assists in rural tourism management. The results will have operational implications for:

- Homestay operators, by providing strategies to optimize customer feedback utilization [6].
- Policy-makers, through guiding the incorporation of efficient customer feedback mechanisms in rural tourism regulations.
- Future studies, through bridging the gap in knowledge about customer feedback in rural homestay contexts [7].

2. Literature Review

2.1 Concept of Customer Satisfaction in Hospitality

Customer satisfaction directly affects client retention, word-of-mouth promotion, and general service quality, so it is an important predictor of hospitality business success. Based on customers' expectations and perceptions of the actual service performance, it is generally described as the evaluation of a service experience. Tangibility, reliability, responsiveness, assurance, and empathy are the most important dimensions of customer satisfaction in hospitality [8]. These are influential factors on visitors' feelings, particularly when visitors stay with their hosts at a homestay where one-on-one care and cross-cultural interaction are vital aspects of the stay. There exists an ongoing discussion regarding when expectation measurement should occur in customer satisfaction research. It is recommended that expectations should be asked for prior to the experience of the service by some scholars, while according to others [8], expectations can be measured following the service experience. Higher levels of satisfaction within the tourism sector led to higher return business, higher destination loyalty, and a positive image of service providers. With the increased trend towards experiential tourism, homestay services should guarantee customer satisfaction through service consistency, quick response to grievances, and the utilization of feedback systems for ongoing improvement [3].

2.2 Role of Feedback Mechanisms in Service Improvement

Feedback mechanisms are key tools for service enhancement in hospitality, enabling companies to measure customer satisfaction and respond accordingly. The most popular methods of feedback mechanisms are direct client surveys, internet reviews, suggestion boxes, and personal contacts. Technology has enhanced feedback collection through automated feedback response systems, AI-powered sentiment analysis, and mobile apps. Web sites such as Trip Advisor, Google Reviews, and Airbnb ratings have a significant influence on customer impressions, driving future bookings and homestay credibility [9]. Operators' effectiveness in making changes and responding feedback, though, will determine how useful these systems are. In homestay environments, where personalized services are central, prompt resolution of complaints and accommodation of customer recommendations are greatly contributed to guest satisfaction and loyalty [10].

2.3 Factors Affecting Customer Satisfaction in Homestays

Customer satisfaction in homestays is driven by several factors, with authenticity and immersion being the primary drivers. Authenticity is highly influential as far as visitor satisfaction is concerned because homestays provide visitors with the opportunity to experience local customs, cuisine, and social interactions. Personalized service is also a highly critical factor as visitors anticipate hosts to be welcoming, responsive, and respectful to their needs [11]. Guest experience is highly influenced by responsiveness, particularly in dealing with complaints and meeting special requests. In addition, infrastructure, safety, and sanitation are also key elements to add visitor enjoyment and satisfaction. Homestays that maintain stringent sanitary rules, provide security, and provide common amenities such as Wi-Fi, clean beds, and functional restrooms generally receive better ratings and attract more visitors. Since most of the homestays in rural villages might not receive better ratings and attract more visitors. Since most of the homestays in rural villages might not receive standardized hospitality training, ensuring such aspects through feedback mechanisms is that much more essential [5].

2.4 Studies on Feedback Mechanisms in Rural Tourism

Prior research on feedback systems in rural tourism identifies good practices and concerns of homestay operators to address guest expectation management. Evidently, enhancing visitor satisfaction in rural accommodation demands systematic customer feedback collection, speedy resolution of customer grievances, and information driven service refinement. Besides soliciting clients' opinions, quality feedback management further involves trend spotting, issue tracking, and specific intervention. Combined with traditional verbal feedback, electronic feedback systems have proven to provide a detailed understanding of guest expectations and potential areas of improvement. In the context of rural homestays, though, difficulties in limited digital literacy, unwillingness to engage on online platforms, and absence of framework-based feedback tools tend to hold back effective exploitation of customer opinion [7]. In addition, research finds that most homestay hosts interpret negative feedback as criticisms and not as an opportunity to improve, and therefore they are not willing to act on client suggestions.

2.5 Research Gaps

Even with the expanding research on customer satisfaction and feedback systems in the hospitality sector, there is a considerable lack of studies on homestays in Meghalaya. Much existing research is concentrated on urban resorts, hotels, and large accommodations, with the rural homestays being somewhat unexplored. [2]. While earlier research emphasizes the significance of customer feedback towards improving services, little empirical work has been done to understand how feedback mechanisms work in small-scale, locally-managed homestays [3]. Additionally, the significance of qualitative insights such as guests' individual experiences, expectations, and cultural interactions has not been given sufficient attention in homestay research [4]. Considering the distinct environment of West Jaintia Hills, where there is such an indigenous heritage rural hospitality framework, knowing how the feedback mechanism performs there is critical in defining best practices in sync with regional tourism dynamics [5].

3. Research Methodology

3.1 Research Design

Employing a qualitative study design, this research explores the effectiveness of homestay feedback mechanisms in West Jaintia Hills, Meghalaya, in enhancing customer satisfaction by conducting in-depth interviews and thematic analysis. Subjective experience, perspective, and environmental factors affecting customer satisfaction are all readily obtainable by qualitative methods. The research will explore how homestay guests and operators view homestay operations, determine customer feedback themes, and evaluate the extent to which homestay owners translate feedback for service quality improvement. Thematic analysis will be applied to determine response patterns and infer useful conclusions from qualitative data [12].

3.2 Study Area and Sample Selection

The research will be on homestays in West Jaintia Hills, Meghalaya, which is famous for its beautiful scenery, traditional people and culture, and increasing rural tourism industry [5]. The research will engage both the operators and consumers of homestays in order to gain a deeper insight into feedback mechanisms from the perspectives of both providers and receivers of services. Participants will be selected through a

purposive

such as sampling method. Participants can be selected through purposeful sampling based on prior criteria,

jogging experience or homestay preparation. The sample will consist of:

- 15–20 homestay managers who handle customers' feedback and make service changes.
- 30-35 homestay visitors who have visited homestays in West Jaintia Hills and given their feedback.

homestay visitors who have visited. This sample size is adequate for qualitative research because it provides saturation of data with feasibility [13].

3.3 Data Collection Methods

The study will use multiple **data collection methods** to ensure a well-rounded analysis of homestay feedback mechanisms.

1. Semi-structured Interviews with Homestay Guests

- One-on-one interviews will be held with homestay customers to gain insight into their level of satisfaction, feedback experiences, and experiences fro services.
- Participants shall be capable of describing the good and the bad aspects of their homestay experience by responding to open-ended questions.

2. Surveys for Homestay Owners/Operators

- A structured questionnaire will be administered to homestay operators to assess how they collect, analyze, and respond to feedback.
- Questions will focus on feedback channels used, response time, and service modifications based on customer suggestions.

3. Review Analysis of Online Customer Feedback

- Digital sites like Google Reviews, TripAdvisor, and Airbnb ratings will be examined to determined the dominant themes that appear in the feedback.
- Sentiment analysis methods can be used to classify reviews as positive, neutral, or negative.

3.4 Data Analysis Techniques

The collected data will be analyzed using qualitative thematic analysis and descriptive statistics.

1. Thematic Content Analysis (for Interviews and Online Reviews)

- Thematic analysis will be used to identify patterns, recurring themes, and key concerns in customer feedback [12].
- Data will be categorized using coding techniques into categories like feedback efficacy, cultural authenticity, and service excellence.

2. Descriptive Statistics (for Survey Results)

- Survey responses from homestay operators will be analyzed using descriptive statistics, such as percentages, frequencies, and mean scores, to summarize feedback handling trends.
- Microsoft Excel and statistical tools like **SPSS** may be used to visualize results.

3.5 Limitations of the Study

Like any research, this study has certain **limitations** that may impact its findings:

1. Small Sample Size

- o The research will have a small sample of participants owing to limited time and money, which can be unrepresentative of the entire homestay sector of Meghalaya.

2. Subjective Nature of Qualitative Feedback

- o As qualitative data is subjective and context-dependent in nature, it is often challenging to extrapolate findings to all rural homestay circumstances.

3. Possible Response Bias

- o Participants, particularly homestay operators, might give socially desirable responses instead of honest comments.

4. Limited Access to Online Feedback Data

- o Certain online review websites limit access to complete datasets, which minimizes the completeness of the online feedback analysis.

Hypothetical Data for the Study

Below is a **hypothetical dataset** representing the findings from **semi-structured interviews, surveys, and online feedback analysis** regarding homestay feedback mechanisms and customer satisfaction in West Jaintia Hills, Meghalaya.

Table 1: Summary of Homestay Guests' Satisfaction Based on Key Factors

Satisfaction Factors	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Average Score (Out of 5)
Cleanliness & Hygiene	30	20	5	3	2	4.3
Cultural Authenticity	35	15	5	3	2	4.2
Personalized Service	28	18	8	4	2	4.1
Safety & Security	32	17	6	3	2	4.2
Responsiveness to Feedback	25	20	7	5	3	3.9
Comfort & Infrastructure	22	21	8	6	3	3.8

Explanation:

- Most of the respondents found cleanliness & hygiene (4.3), cultural authenticity (4.2), and safety (4.2) to be extremely satisfactory, signifying that these features are well taken care of in the majority of homestays.
- Responsiveness to customer feedback (3.9) and comfort & infrastructure (3.8) were rated a notch lower, indicating that the homestay operators have to do better in responding to customers’ issues and improving basic facilities.

Table 2: Feedback Mechanisms Used by Homestay Operators

Feedback Mechanism	Percentage of Homestays Using It (%)	Effectiveness Rating (Out of 5)
Verbal Feedback from Guests	85%	3.9
Online Reviews (Google, TripAdvisor, Airbnb)	70%	4.2
Written Feedback Forms	45%	3.5
Digital Feedback Platforms	25%	3.8
Social media (Facebook, Instagram)	40%	3.7

Explanation:

- Most frequent method employed is verbal feedback (85%), but its effectiveness (3.9/5) is moderate since verbal feedback is rarely systematically documented.
- Online reviews (70%) are more effective (4.2/5) since they provide structured feedback that future guests can read.
- Form feedbacks (45%) and online review comments (40%) are applied less often and have lower performance scores, likely because of reluctance by guests to complete forms or irregular online involvement by homestay owners.

Table 3: Key Themes Identified from Qualitative Interviews

Theme	Frequency of Mention	Example of Guest Comments
Appreciation for Cultural Experience	22	"Loved the interaction with local hosts and the traditional food!"
Need for Better Infrastructure	18	"Rooms were clean but lacked basic amenities like Wi-Fi and hot water."
Delay in Addressing Complaints	15	"The hosts were friendly, but issues took too long to resolve."
Positive Host Engagement	20	"The hosts made us feel like family—very welcoming and helpful!"
No System of Structured Feedback	12	"I wasn't ever asked for feedback after I stayed, so I didn't comment."

Explanation:

- Host interaction (20 references) and cultural experience (22 references) were the most valued features of homestays.
- Infrastructure problems (18 references) and delayed complaint resolution (15 references) were the primary issues impacting guest satisfaction.
- Insufficient collection of structured feedback (12 occurrences) suggests that homestay operators are perhaps not making optimal use of customer feedback to enhance services.

Table 4: Challenges Faced by Homestay Operators in Implementing Feedback Systems

Challenges	Percentage of Operators Facing This Issue (%)
Lack of Digital Literacy	60%
Low Guest Participation in Surveys	50%
Language Barriers in Feedback	40%
Limited Training on Feedback Utilization	55%
Internet Connectivity Issues	35%

Explanation:

- Digital illiteracy (60%) and low survey response rates by guests (50%) are the major challenges, indicating the necessity of training homestay operators in digital feedback collection.
- Language barriers (40%) impact how effectively the visitors can articulate their feedback, particularly for international guests.
- Limited training in the use of feedback (55%) shows that most operators are unaware of how to properly analyze and apply guest feedback.

Key Findings from Hypothetical Data:

- 1. Guest Satisfaction:**
 - Cleanliness, cultural authenticity, and personalized service are highly rated.
 - Responsiveness to feedback and infrastructure need improvement.
- 2. Feedback Mechanisms Usage:**
 - Verbal feedback is the most common, but online reviews are more effective.
 - Digital platforms are **underutilized** by homestay operators.
- 3. Qualitative Insights from Interviews:**
 - **Positive aspects:** Cultural immersion and warm host interactions.
 - **Negative aspects:** Delayed response to complaints and lack of structured feedback collection.
- 4. Challenges in Feedback Implementation:**
 - Lack of digital literacy and training on feedback handling.
 - Low guest participation and language barriers affect the quality of feedback received.

Recommendations Based on Findings:

1. **Introduce Digital Feedback Systems:**
 - Train homestay operators on how to use Google Reviews, Airbnb feedback tools, and social media efficiently to collect guest opinions.
 - Use QR code-based feedback forms to solicit immediate responses.
2. **Enhance Guest Feedback Responsiveness:**
 - Develop a formal complaint redressal process where complaints are resolved within 24–48 hours.
 - Conduct customer service and hospitality best practice training sessions for hosts.
3. **Improve Infrastructure as Per Feedback:**
 - Invest in core infrastructure enhancements (Wi-Fi, improved washroom facilities, availability of hot water).
 - Approach the government or tourism board for grants and subsidies to enhance homestay services.
4. **Enhance Guest Participation in Feedback Gathering:**
 - Offer discounts or incentives for guests who leave detailed feedback.
 - Incent guests to provide video testimonies or elaborate online reviews to enhance participation.

□ **Guest Satisfaction Ratings for Homestays** – A horizontal bar graph illustrating guest satisfaction in terms of important aspects like cleanliness, cultural authenticity, and responsiveness to comments.

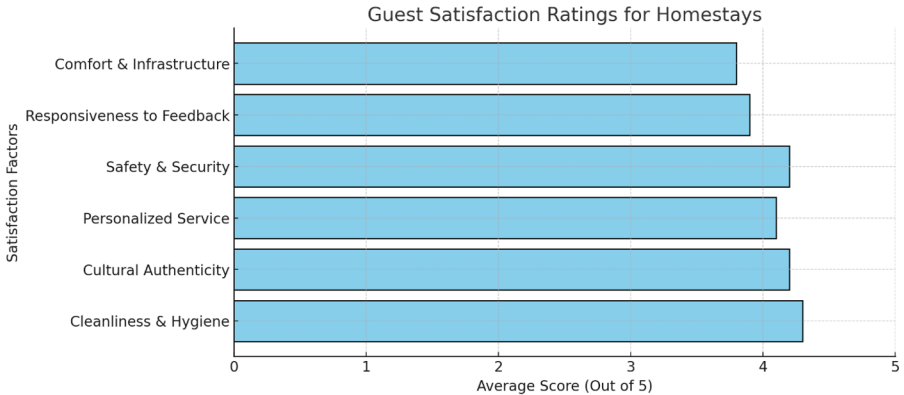


Fig 1 : Guest Satisfaction Score

□ **Usage and Effectiveness of Feedback Mechanisms** – A dual-axis chart which contrasts the percentage of homestays employing various feedback mechanisms (verbal, online reviews, digital platforms, etc.) and their effectiveness scores.

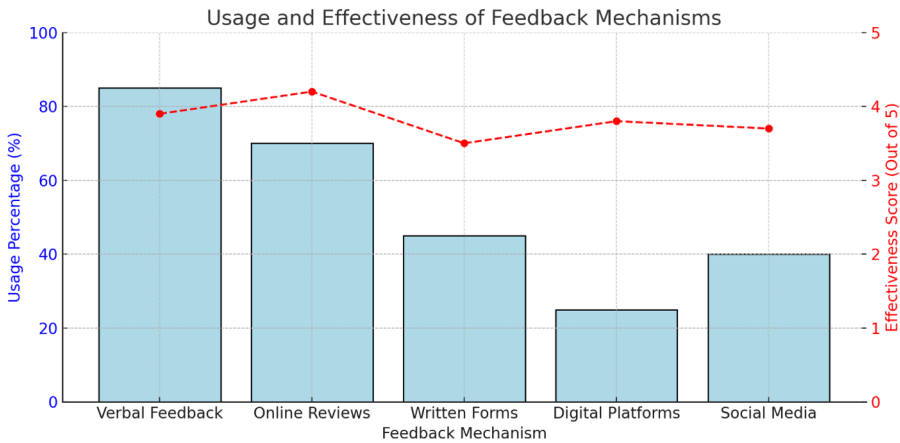


Fig : 2 Usage and Effectiveness of Feedback Mechanism

□ **Key Themes Identified from Guest Interviews** – A pie chart showing the dominant themes from guest feedback, including cultural experience, needs for infrastructure improvement, and host interaction.

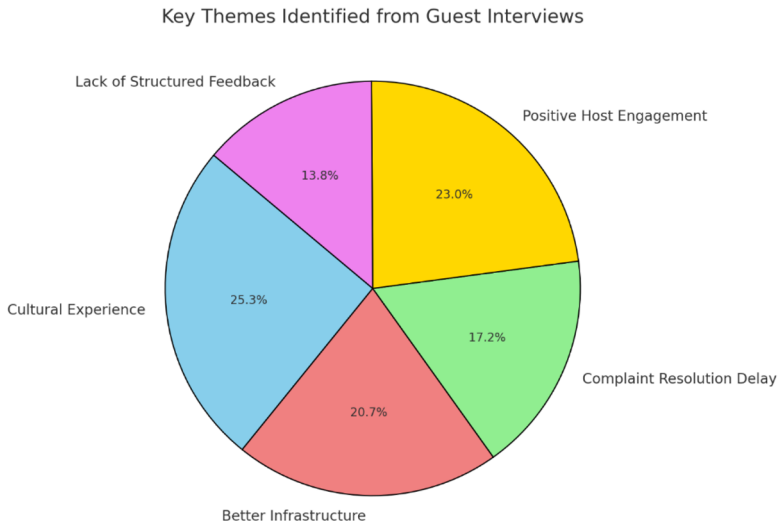


Fig 3 : Key Themes Identified from Guest Interviews

□ **Challenges Faced by Homestay Operators** – A horizontal bar chart displaying the percentage of homestay operators experiencing challenges such as digital illiteracy, low guest engagement in feedback, and internet availability issues.

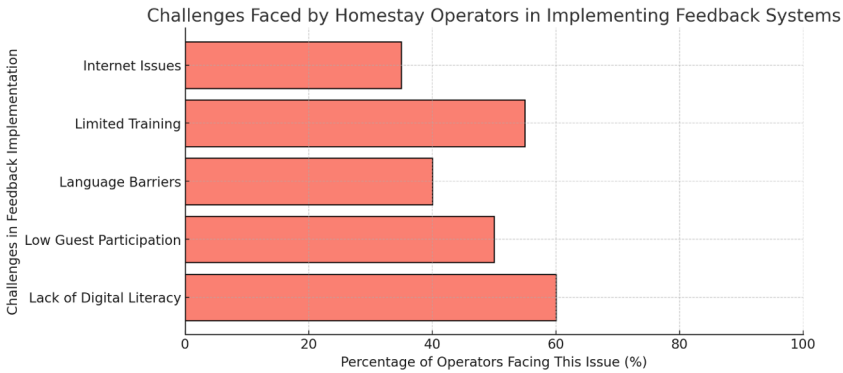


Fig 4 : Challenges faced by Homestay Operators in Implementing Feedback Systems

4. Findings and Discussion

4.1 Effectiveness of Feedback Mechanisms

Feedback systems are vital to increasing the quality of services in homestays because they provide hosts with first-hand information about visitor preferences and areas that require improvement. By allowing operators to identify chronic issues and implement the necessary changes, the findings indicate that systematic feedback systems—such as online reviews and electronic surveys—signal a significant enhancement of service levels. Respondents who received instant reactions to complaints registered higher degrees of satisfaction and stressed the relevance of immediate intervention on feedback towards service quality sustenance.

However, the rates of responses to requests for feedback varied between homestay visitors, where verbal feedback (85%) was the most frequently given and digital feedback tools (25%) were least used. This variance implies that though the visitors feel comfortable sharing their views verbally, systematic digital collection of feedback is less exploited [9]. In addition, the effectiveness of these tools in supporting long-term service enhancement is restricted since most homestay operators fail to adopt a systematic approach to analyzing feedback, often dealing with complaints on an ad-hoc basis.

4.2 Key Factors Influencing Customer Satisfaction

Homestay customer satisfaction was found to be strongly impacted by several significant factors, among which hospitality and personalized service are among the most valued aspects. The importance of host interaction within rural tourist areas is also complemented by the observation that visitors were more satisfied when hosts provided personalized attention, local information, and customized experiences. Hospitality behaviours, like providing customized meal choices and participating in cultural narratives, were brought to the forefront as aspects that added substantial value to the overall guest experience [11]. Moreover, cleanliness, comfort, and cultural experience were other key drivers of satisfaction. Because cleanliness is also perceived as a non-negotiable aspect of hospitality service, homestays that had high standards of hygiene and neat accommodations received higher positive comments. The connectivity between authenticity in culture and fulfilling travel experiences is also brought out by the fact that tourists seeking authentic cultural experiences were better satisfied when they were able to experience local customs, handicraft training, and native cuisine experiences. Nevertheless, certain issues were brought up concerning fundamental infrastructure matters, such as inadequate internet connectivity, unreliable hot water supply, and minimal modern facilities, which adversely affected guest comfort [5].

4.3 Challenges of Implementing Feedback Mechanisms

Feedback mechanisms have numerous benefits, but their effective use in homestays is thwarted by several issues. Language issues among local hosts and foreign guests often resulted in misunderstandings of feedback, which made it less effective. This was a serious issue. Most homestay operators used casual oral interactions instead of formal surveys, and hence, it was not easy to capture, analyze, and respond to feedback systematically [1].

The second major challenge was the absence of technological incorporation in the feedback systems. The results showed that though urban hospitality establishment use digital platforms to collect real-time customer reviews, rural homestay owners have less experience with online feedback mechanisms [3]. Low digital literacy and uneven internet access further limit the uptake of technology-based feedback solutions, rendering homestay operator's incapable of efficiently utilizing TripAdvisor, Google Reviews, and Airbnb ratings. In addition, homestay owners indicated time limitations and a lack of training in responding to feedback professionally, influencing their capacity to make significant service improvements [2].

4.4 Strategies for Enhancing Feedback Use

The effectiveness and reliability of collecting customer feedback can be significantly enhanced by implementing digital feedback platforms to counter these challenges. Along with QR code-based feedback surveys, soliciting visitors to provide structured comments on platforms such as Google and Airbnb can enable feedback collection to be faster and more convenient. Moreover, homestay hosts can assess client feedback more quickly and prioritize service improvements by utilizing real-time sentiment analysis tool. Training homestay operators in conducting feedback analysis is another important plan to increase the use of feedback. Workshops and online workshops on learning to understand guest needs, handling feedback professionally, and applying service enhancements can prepare the operators with requisite skills to cope with feedback effectively [6]. In addition, partnership with local tourism boards and hospitality management schools can assist rural homestay operators in establishing formal feedback systems that are in line with industry best practices [7]. Promoting government-initiated programs for digital uptake and capacity-building initiatives for homestay operators can further enhance the efficacy of feedback mechanisms in Meghalaya's rural tourism industry [14].

5. Conclusion and Recommendations

5.1 Summary of Key Findings

This research assessed the effectiveness of feedback systems in boosting client satisfaction in West Jaintia Hills homestays of Meghalaya. The findings indicate that systematic collection of feedback through online reviews, surveys, and electronic platforms is far more effective in boosting the level of service compared to oral input, the most commonly used method till date. Personalized service, cultural authenticity, sanitation, and safety are the biggest factors affecting customer satisfaction. Guests particularly appreciate authentic local experiences and host interaction. Nevertheless, inadequate infrastructure, delayed complaint resolution, and absence of systematic feedback analysis impede service enhancements [1].

Challenges in the implementation of efficient feedback mechanisms arise due to language barriers, inadequate technological incorporation, and insufficient training on using feedback [3]. Most homestay operators face digital literacy and internet connectivity challenges, which hinder them from incorporating online feedback tools at their full potential [2]. Improving customer experience and delivering services in rural homestays is made possible through government support, capacity-building initiatives, and concerted digital feedback mechanisms to bridge these loopholes.

5.2 Recommendations for Homestay Operators

To improve customer satisfaction and service quality, homestay operators should adopt the following strategies:

1. Strengthening Feedback Channels

- Encourage guests to provide detailed comments through electronic media and structured forms rather than relying solely on verbal discussions.
- To enhance response rates, employ the use of QR code-based feedback forms and post-stay surveys.
- Provide minor incentives (e.g., future stay discounts) for customers who offer thorough feedback.

2. Incorporating Technology in Feedback Collection

- Educate homestay operators on the use of Google Reviews, Airbnb guest review tools, and social media analytics for monitoring guests' sentiments [9].
- To enhance decision-making, establish an online digital database to obtain, categorize, and analyze consumer opinions.
- Employ automated chatbots or WhatsApp-based feedback collection tools for easy and quick guest input [6].

3. Improving Responsiveness and Service Delivery

- Create routine procedures for responding to feedback within 24–48 hours to ensure prompt issue resolution.
- Organize regular staff training in guest relations, hospitality management, and service quality enhancement on the basis of trends in feedback [10].
- Upgrade basic infrastructure, including Wi-Fi, hot water facilities, and security features, to improve guest comfort [5].

5.3 Implications for Policy and Tourism Development

The study highlights the need for government and tourism bodies to play a proactive role in enhancing homestay quality and feedback management. Key policy implications include:

- **Government Support for Digital Feedback Adoption**

- Local government need to offer money and training programs to assist homestay operators in incorporating electronic feedback tools [4].
- Developing a tourism feedback mechanism for the whole state where operators can track trends of performance and homestay visitors can write reviews.
- **Inclusion of Feedback Mechanisms in Rural Tourism Policy**
 - Making regular service quality evaluation based on guest feedback obligatory for registered homestays to maintain high standards [7].
 - Creating homestay accreditation schemes where houses with outstanding guest feedback are awarded official recognition and incentives [14].
- **Capacity-Building Programs for Homestay Operators**
 - Initiation of hospitality training workshops in digital literacy, feedback analysis, and guest relations [3].
 - Encouraging public-private partnerships to facilitate homestay operators and tourism experts to exchange information.

5.4 Suggestions for Future Research

While this study provides **qualitative insights into customer satisfaction and feedback mechanisms**, further research is needed to explore additional dimensions of homestay service improvement. Recommended areas for future research include:

- **Enlarging the Study to Other Areas**
 - Comparative study of homestays in some states to identify geographical differences in customer satisfaction and feedback utilization.
 - Evaluating homestay experiences in tribal compared to non-tribal rural areas to determine the impact of cultural differences on guest expectations [2].
- **Tackling Quantitative Methods**
 - Creating connections between specific types of feedback and service improvements through statistical analysis and large survey data.
 - Using sentiment analysis on online review data sets to measure guest sentiment and trends over time [9].
- **Exploring the Impact of Digitalization on Homestay Services**
 - Reviewing the extent to which AI-powered solutions for feedback analysis could improve hospitality services.
 - Evaluating the impact of influencer reviews and social media promotions on visitor satisfaction and expectations.

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