

HOMESTAY OPERATIONS IN BALI, INDONESIA: AN INTERNATIONAL TOURISTS PERCEPTION

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Introduction

Tourism is experiencing expansion and diversification for the past six decades and becoming one of the fastest growing economy at global level. Many new tourist destinations have emerged in Asia and Africa, complementing traditional tourism destination in Europe, and North America. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, rising to 527 million in 1995, 1133 million in 2014 and 1500 million in 2019. Similarly, the tourism receipts have increased from US\$ 2 billion in 1950 to US\$ 1245 billion and US\$ 1500 billion in 2019. Among the different tourist destination in the world, Indonesia is a transcontinental country located in the South East Asia. It is the largest archipelago in the World and consists of five major islands namely Java, Sumatra, Kalimantan, Sulawesi, and Papua and about thirty smaller groups. There are total of 17508 islands, of which about 6000 islands are inhabited. Indonesia has thirty- four provinces, of which five have special status. Tourism in Indonesia is the important component of Indonesian economy as well as a significant source of its foreign exchange revenues. Indonesia ranked as ninth-fastest growing tourist sector in the world and third fastest growing country in Asia. The cities like Denpasar, Jagarta and Batam has good growth in tourism. 32.7, 29.2 and 23.3 percent, respectively. The tourism sector has ranked as fourth largest among goods and services exports sector. According to Travel and Tourism competitiveness report, 2019, Indonesia ranked 40 out of 140 countries in the World. The tourism in Indonesia is steadily improving.



Tourism in Indonesia: The following table shows the details of Contribution to National GDP, Foreign exchange in Trillion RP, Total employees in Millions, Number of Foreign tourists visited in million and Number of Domestic tourists in million.

TABLE: 1 TOURISM IN INDONESIA

Details	2013	2014	2015	2016	2017	2018	2019
Contribution to National GDP	9.2	9.3	10	11	13	14	15
Foreign exchange in Trillion RP	110.5	133.9	144	172.8	182	223	275
Total Employees in Millions	9.6	10.3	11.3	11.7	12.4	12.7	13
Number of Foreign tourists visited in million	8.8	9.4	10.4	12	15	17	20
Number of Domestic tourists in million	250	251	255	260	265	270	275

Source: Kementerian Pariwisata

The above table indicates that the tourism activities and development are in positively growing and Foreign exchange earnings are improving every year. The number of foreign tourist visits to Indonesia during 2013, 2014, 2015, 2016, 2017, 2018 and 2019 was 8.8 million, 9.4 million, 10.4 million, 12 million, 15 million, 17 million and 20 million, respectively. In the year, the average stay is 7.5 days and an average spending per person during their visits are US\$ 1,142 or US\$152.22 per person per day.

Tourist arrivals in Indonesia by nationality (2011–2019): The arrival of international tourist between 2011 and 2019 was given below. The top five countries Malaysia, Singapore, China, Australia, and East Timor are making visit to Indonesia every year. More than 16 million international tourists visited different attractions in Indonesia.



TABLE: 2 INTERNATIONAL TOURISTS' ARRIVALS TO INDONESIA 2011 AND 2019.

SL. NO.	Country	Year		Increase in percentage
		2011	2019	
1	Singapore	594998	1934448	225
2	Malaysia	1173350	2980750	154
3	China	594998	2072078	248
4	Australia	933375	1386805	49
5	East Timor	668140	1178382	76
6	All countries including above five countries	7649731	16106954	

Source: Statistics Indonesia

The above table clearly indicates that there is tremendous increase in international tourists visiting Indonesia.

Tourism Elements and Components of Bali: Bali is one of the famous tourist regions in Indonesia situated 8 degree from the equator in the Java sea. It is located at the elevation of 3148 metre and having tropical warm and humid climate with more than adequate rainfall. The temperature is between 26 and 28 degree Celsius. It has good tourist attractions and the best time to visit Bali is between April and October.

TABLE: 3 TOURISM ELEMENT AND COMPONENTS OF BALI

Sl.No	Elements	Detail
1	Location	Island of Indonesia and situated 8 degree from equator in the Java Sea.
2	Coordinates	8.3405 ⁰ S 115.0920 ⁰ E
3	Climate	Tropical warm and Humid climate.
4	Elevation	3148 metre.
5	Temperature	26 to 28 ⁰ C
6	Precipitation	1700 mm
7	Season	April and October
8	Tourist Attractions	Temple, Forest, Marine Park, Beaches, Art Market, Hill views, Bali Safari,
9	Tourism Activities	Beach wave riding, Partying along the beaches, Barong and Kris dance and Legong Dance.
10	Specialities	Coffee, Chocolates, Silver jewellery, fabric and clothing, Bali ceramics, Organic beauty products.
11	Accommodation	Hotels, Resorts, Villas, Homestay etc.
12	Food Facilities	Good restaurants are available.
13	Approach road	Good
14	Parking facilities	Available
15	Tourist Guides	Available
16	Local people hospitality	Good
17	Shopping facilities	Available
18	Established	1343
19	Total Area	5636.66 sq.km
20	Population	6.82 lakh
21	Transportation Facilities	Bus, Taxi, Ferry.

Source: Primary data

Tourist Attractions in Bali: The main tourist attractions are available in the form of sacred temples, waterfalls, mountain viewpoints, forest sanctuaries, art and culture centres, beautiful terrace rice fields, shopping centres, and beautiful beaches with activities like swimming, parasailing, sunbathing, diving, kayaking and surfing. Among the different attractions, tourists spend more time along the beaches and cultural heritage temples. The main temples for the tourists in Bali are Pura Tanah Lot, Uluwatu Temple, Pura Ulun and Danu Bratan, Tirta Embul Temple. Another attraction in the Forest area of Bali are Mount Batur, which is beautiful mountain shrouded by mist and sun rise view point is a famous attraction among tourists. The six-hundred-hectare

beautiful emerald-hued Rice fields cultivation along the terraces in Tegallang and Jatiluwih are most exiting site for the visitors.

TABLE: 4 TOURIST ATTRACTIONS

Sl.No	Tourist Attraction	Detail
1	Pura Tanah Lot	Holiest Hindu Temple
2	Mount Batur	Mist shrouded mountain and sun rise viewpoint.
3	Uluwatu Temple	Tenth century Hindu temple.
4	Ubud Monkey Forest	Sacred Monkeys Forest Sanctuary. Home for grey long tailed macaques.
5	Ubud Art and Culture	Art and Culture centre surrounded by royal palaces and temples.
6	Tegallalang and Jatiluwih Rice Terraces	Six-hundred-hectare beautiful emerald-hued rice fields.
7	Pura Ulun Danu Bratan	Sacred Hindu temple complex.
8	Seminyak Shopping	Cutting edge designer fashion, surf and swimwear, jewellery, furniture and homewares are famous in this place.
9	Nusa Dua Beach	Best luxury beach resort and popular for strolling along the seashore, swimming, parasailing and sunbathing.
10	The Nusa Island	Nusa Lembingan, Nusa Ceningan and Nusa Penida are famous for surfing, diving, kayaking and paddle boarding.
11	Kuta Beach	Famous for surfing.
12	Sidemen Valley	Beautiful valley with small villages surrounded by rice fields.
13	Sekumpul Waterfall	Most beautiful cascading Waterfall in Singaraja region.
14	Tirta Empul Temple	Temple constructed in 960AD and it is a national cultural heritage temple.
15	Waterbom Bali	Action packed waterpark.

Source: Primary Data

Hotels and Homestays in Bali: Accommodation is the important element in the tourism. Tourists chooses the tourism destination based on the availability of the accommodation, food, and transport facilities. The accommodation is available in Bali in the form of Hotels, Budget hotels and Homestays. Out of 7505 hotels in Bali, 450 hotels are five-star category, 2079 hotels come under four-star category, 2627 hotels are three star category and remaining 2349 hotels are budget hotels. The number of Homestays available in tourist region of Bali is 111, which is comparatively less. The

main advantage of accommodating in homestay is tourist can interact with local people and understand the local culture, most suitable for solo travellers, opportunity to learn the local dialect, home cooked healthy food, feel like staying in native, opportunity to involve in local folks and enjoy the customized care by the host.

TABLE: 5 HOTELS AND HOMESTAYS IN BALI

Number of Hotels in Bali	7505
Five-star Hotels	450
Four Star Hotels	2079
Three Star Hotels	2627
Budget Hotels	2349
Number of Homestays	111

Source: <https://www.bali.com/hotels.html>

Homestay in Bali: Homestay in Bali is a community based one and the main objective is to develop the economic condition of the community. Research was conducted at Badung, Giyanyar, Buleleng and Karangasem Regencies on the existence of homestay that has been developed for a long time. This research uses qualitative approach supported by quantitative data. The research focuses on behaviour of foreign tourists in choosing homestay in Bali. The behaviour covers the activity of tourists before, during and after using the homestay. It also includes the obstacles encountered when using homestay. Data collection technique was done by field observation, interview, and the literature study. The sample size was 100 and questionnaire was distributed to the foreign tourists visiting Bali and staying in homestays in the four locations.

Objectives:

- To analyse the profile of the international tourists visiting Bali and staying in Homestay.
- To find out the tourist opinion about facilities available at Homestays in Bali.
- To assess the overall quality of service provided by the Homestays in Bali.
- To provide better suggestions for the quality operations of Homestay at Bali.

Scope of the study: This study confined to international tourists visiting Bali and chosen their accommodation as their Homestay. This study focuses its attention on international tourists coming for study, joy, leisure, and entertainment. The study covers the profile of the international tourists, reason for choosing homestay, period of stay, facilities available in the homestay and quality of service provided by the operators.

Methodology: The study is a descriptive one based on the data collected from various primary and secondary sources. The sample size is hundred international tourists staying in homestay facilities at Bali. Secondary data is collected from existing records and research works.

Analysis and Interpretation of the research: Foreign tourists were involved in the process of selecting their product (Homestay), using and after using homestay. The main reason behind the travel motivation is grouped under four categories. a. Physical or physiological motivation, which includes relaxation, health, comfort, relax etc., b. Cultural motivation is the desire to know the customs, culture, traditions, and other regional practices. c. Social or Interpersonal motivation is a social motivation, such as visiting friends and family, make pilgrimages, escape from boring situation and so on and d. Fantasy motivation that is the motivation that will be able to escape from daily routine.

TABLE: 6 INTERNATIONAL TOURISTS- PROFILE AND FEEDBACK

Sl.No	Detail	Results
1	Gender	Majority of the International Tourists are Male.
2	Age	Majority (71 %) of the tourist's age are between 20 and 30 years indicated as productive tourist.
3	Tourists type	Students and Professionals
4	Monthly Income	USA \$ 5000 to 10000
5	Number of visits	The tourists from Germany have highest number of visits compare to other countries of origin.
6	Source of information to select Homestay	Internet and Social media
7	Reason for choosing Homestay	Low price
8	Length of the stay	72 percentage of the tourists stayed 2 to 3 nights.
9	Tourists country of origin	Majority from Germany
10	The average amount spent during their stay	50 – 200 USA \$
11	Activities during stay in Homestay	Cultural and Heritage tourism.
12	Feedback from the tourists used Homestay.	Good service and they recommend others to choose homestay.

Source: Tourist behaviour choosing Homestay in Bali, PCCS 2019, October 09, Bandung,Indonesia.

The above table indicates that the homestay in Bali is choose by the international tourists, to seek a new adventure at a lower price. They used social media and internet as their source of information for choosing homestay in Bali and most of the tourists

are students and professionals. Majority of the international tourists are male, and their age is between 20 and 30 years. The average length of the stay is between 2 and 3 days. Majority of the international tourists stays in Bali homestay are from Germany and their average spending is around 50 to 200 US \$. From the feedback it is observed that the international tourists are satisfied with facilities provided in the homestay as well as to understand the local culture. They assure that they will recommend to other friends and relatives to choose homestay in Bali.

Reason for choosing Homestay: The study attempts to find out the reason for choosing homestay in Bali. The main reason includes “authentic socio-cultural experience”, “economic and cheap price”, “security and warmth of the home”, “educational knowledge” and “environmental preservation”

TABLE: 7 REASON FOR CHOOSING HOMESTAY

Sl.No	Motivational Factors	Ranking Number
1	Authentic socio-cultural experience	2
2	Economic and cheap price	1
3	Security and warmth of Home	5
4	Educational and knowledge acquisition	3
5	Environmental preservation	4

Source: Primary data

From the above table. it is observed that respondents have given first rank to “Economic and cheap price” followed by “Authentic socio-cultural experience”, “Educational and knowledge acquisition”, “Environmental preservation” and “Security and warmth of Home”. Among the different motivational factors Economic and cheap price is the main motivation for choosing the Homestay as their accommodation.

Period of Stay: The period of stay is one of the most important yard stick for tourism promotion of any country. The longer the duration of the stay of tourists, the greater will be the earnings from tourism. Of the 100 tourists surveyed, 71 per cent of the tourists stayed in Home stay between 2-3 nights, 20 per cent stayed between 4-5 nights and the remaining 9 per cent stayed more than 4 nights.

TABLE: 8 PERIOD OF STAY.

Number of nights	No. of Tourists	Percentage
2-3	71	71
4-5	20	20
More than 4 nights	9	09
Total	100	100

Source: Primary data

The study reveals that majority (71 per cent) of the tourists stayed between 2-3 nights. Period of stay varies depending upon the tourism places in the destinations.



Opinion about Homestay Facilities: The homestay facilities include local transport, cost of room, security, food, host interaction, guest room facilities and parking. Cost of room at homestay scored highest points (345 points) and stood first rank, followed by parking (340 points), security (320 points), guest room facilities (319 points), host interaction (318 points), food (304 points) and local transport facilities (298 points).

TABLE: 9 OPINION ABOUT HOMESTAY FACILITIES

Facilities	Opinion											
	Very Good		Good		Moderate		Poor		Very Poor		Total	Rank
	No	score	No	score	No	score	No	score	No	score		
Local Transport	0	0	25	100	65	175	8	16	7	7	298	7
Cost of room	0	0	45	180	55	165	0	0	0	0	345	1
Security	0	0	35	140	55	165	5	10	5	5	320	3
Guest room facilities	0	0	32	128	58	174	7	14	3	3	319	4
Food	0	0	23	92	63	189	9	18	5	5	304	6
Host interaction	0	0	32	128	58	174	6	12	4	4	318	5
Parking	10	50	15	60	70	210	5	10	0	0	340	2

Source: Primary data

From the above table it is observed that the homestay room rent, parking and security arrangements are good.



Opinion about general image of Homestay:

The opinion about homestay includes “Most people have positive opinion about the homestay”, “Host at Homestay are friendly towards guests”, “Homestay has unique image”. “Homestay is popular”, “Host are always put guest first”. Out of 100 international tourists, “Most people have positive opinion about homestay” scored highest points (327) and stood first rank followed by “Homestay is popular” (312 points), “Homestay has unique image” (299 points), “Host at Homestay are friendly towards guest” (272 points) and “Host are always put guest first” (252 points).

TABLE: 10 OPINION ABOUT GENERAL IMAGE OF HOMESTAY

Particulars	Opinion about Homestay										Total points	Rank
	Strongly Agree		Agree		Moderately Agree		Disagree		Strongly Disagree			
	No	score	No	score	No	score	No	score	No	score		
Most people have positive opinion about the home stay	12	60	18	72	58	174	9	18	3	3	327	1
Host at the home stay are friendly towards guests	4	20	12	48	55	165	10	20	19	19	272	4

Home stay has unique image	10	50	14	56	55	165	7	14	14	14	299	3
Home stay is popular	11	55	15	60	57	171	9	18	8	8	312	2
Host are always put guest first	2	10	7	28	57	171	9	18	25	25	252	5

Source: Primary Data

The above table indicates that most people have positive opinion about the homestay in Bali.

Quality of the Homestay in Bali: Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy given needs. In simple terms, it is the relationship between requirements and actual performance. It is the difference between what we expect and what we get. Quality is based on values and it is expressed by varieties. Quality helps us difference between good and bad. Homestay quality is a complex and faceted phenomenon that is perceived and evaluated by the client through several factors, including the quality of destination, the quality of accommodation, transport, food, services etc. Of the 100 international tourists surveyed, 12 percent of the respondents felt the quality of homestay is excellent, 72 percent felt good and remaining felt moderate.

TABLE: 11 QUALITY OF THE HOMESTAY

Particulars	Number of Tourists	Percentage
Excellent	12	12
Good	72	72
Moderate	16	16
Poor	0	0
Very Poor	0	0
Total	100	100

Source: Primary data

From the above table, it is inferred that majority of the tourists are felt well about the quality of the homestay.

Agree with the following statements:

CA-Completely Agree, A – Agree, MA – Moderately Agree,

DA – Disagree, CDA- Completely Disagree

The international tourists have given their consent about the homestay for the statement like “I am pleased that I decided to visit this homestay”, “The visit to this

homestay exceeded my expectations”, “I will recommend this home stay to my friends and relatives” and “I feel at home in this home stay”. The statement “I am pleased that I decided to visit this homestay” scored highest points 407, followed by “I will recommend this home stay to my friends and colleagues” scored 396 points, “I feel at Home in this homestay” scored 394 points and “The stay at homestay exceeded my expectations” scored 344 points.

TABLE: 12 AGREE WITH FOLLOWING STATEMENTS

Particulars	Agree with statements										Total Num	Total score	Ra
	CA		A		MA		DA		CDA				
	No.	score	No.	score	No.	score	No.	score	No.	score			
I am pleased that I decided to stay at home stay.	32	160	43	172	25	75	0	0	0	0	100	407	1
The stay at this home stay exceeded my expectations	12	60	42	168	30	90	10	20	06	06	100	344	4
I feel at home in this home stay..	27	135	40	160	33	99	0	0	0	0	100	394	3
I will recommend this home stay to my friends and colleagues	22	110	45	190	30	90	3	06	0	0	100	396	2

Source: Primary data

Findings:

- In Indonesia, there are total of 17508 islands, of which about 6000 islands are inhabited. Indonesia has thirty- four provinces, of which five have special status. Indonesia ranked as ninth-fastest growing tourist sector in the world and third fastest growing country in Asia.
- The cities like Denpasar, Jakarta and Batam has good growth in tourism. 32.7, 29.2 and 23.3 percent, respectively.
- The tourism sector has ranked as fourth largest among goods and services exports sector. According to Travel and Tourism competitiveness report, 2019, Indonesia ranked 40 out of 140 countries in the World. The tourism in Indonesia is steadily improving.

- The number of foreign tourist visits to Indonesia during 2019 was 20 million. In the year, the average stay is 7.5 days and an average spending per person during their visits are US\$ 1,142 or US\$152.22 per person per day.
- Bali is one of the famous tourist regions in Indonesia situated 8 degree from the equator in the Java sea. It is located at the elevation of 3148 meter and having tropical warm and humid climate with more than adequate rainfall. The temperature is between 26 and 28 degree Celsius. It has good tourist attractions and the best time to visit Bali is between April and October.
- The main tourist attractions are available in the form of sacred temples, waterfalls, mountain viewpoints, forest sanctuaries, art and culture centers, beautiful terrace rice fields, shopping centers, beautiful beaches with activities like swimming, parasailing, sunbathing, diving, kayaking, and surfing. Among the different attractions, tourists spend more time along the beaches and cultural heritage temples.
- The ministry of Tourism planned to build 100000 homestays in tourist villages across the country in the next few years.
- The accommodation is available in Bali in the form of Hotels, Budget hotels and Homestays. Out of 7505 hotels in Bali, 450 hotels are five-star category, 2079 hotels come under four-star category, 2627 hotels are three-star category and remaining 2349 hotels are budget hotels. The number of Homestays available in tourist region of Bali is 111, which is comparatively less.
- They used social media and internet as their source of information for choosing homestay in Bali and most of the tourists are students and professionals. Majority of the international tourists are male, and their age is between 20 and 30 years. The average length of the stay is between 2 and 3 days. Majority of the international tourists stays in Bali homestay are from Germany and their average spending is around 50 to 200 US \$.
- Reason for choosing Homestay, the respondents have given first rank to “Economic and cheap price” followed by “Authentic socio-cultural experience”, “Educational and knowledge acquisition”, “Environmental preservation” and “Security and warmth of Home”. Among the different motivational factors Economic and cheap price is the main motivation for choosing the Homestay as their accommodation.
- The study reveals that majority (71 per cent) of the tourists stayed between 2-3 nights. Period of stay varies depending upon the tourism places in the destinations.
- The homestay facilities include local transport, cost of room, security, food, host interaction, guest room facilities and parking. Cost of room at homestay scored highest points (345 points) and stood first rank, followed by parking (340 points), security (320 points), guest room facilities (319 points), host interaction (318 points), food (304 points) and local transport facilities (298 points).
- The opinion about homestay includes “Most people have positive opinion about the homestay”, “Host at Homestay are friendly towards guests”, “Homestay has

unique image". "Homestay is popular", "Host are always put guest first". Out of 100 international tourists, "Most people have positive opinion about homestay" scored highest points (327) and stood first rank followed by "Homestay is popular" (312 points), "Homestay has unique image" (299 points), "Host at Homestay are friendly towards guest" (272 points) and "Host are always put guest first" (252 points).

- Majority of the tourists are felt good about the quality of the homestay in Bali.
- The international tourists have given their consent about the homestay for the statement "I am pleased that I decided to visit this homestay" scored highest points 407, followed by "I will recommend this home stay to my friends and colleagues" scored 396 points, "I feel at Home in this homestay" scored 394 points and "The stay at homestay exceeded my expectations" scored 344 points.

Suggestions:

- ✓ Awareness must be created among international tourists about home stay services and facilities. Proper advertisement must be planned to attract international tourists to Bali.
- ✓ The host should play a multiple role, starting from receiving tourists at airport, taking care of food and accommodation, acting as tourist guide, helping in purchasing local products and drop the at airport.
- ✓ To have better understanding about the local culture, an interaction meeting has to be organized with local people.
- ✓ Cleanliness must be maintained in the homestay and food should be served in a hygienic condition.
- ✓ The tourism department must visit homestays and facilitate the operators to run the business successfully.

Conclusion:

Homestay is like running a mini hotel in the host premises. The government of Indonesia is planning to develop one lakh homestay in the rural areas. The main objective is to improve the rural economy through homestay operation. Due to the availability of good tourist attractions in Bali, the international tourists' visits are increasing every year and this trend will create demand for the Homestay in future. The efficient operations of Homestay in the important tourist areas will not only eradicate poverty in rural areas but also improve the satisfaction level on international tourists.

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