

Tripadvisor's Reviews of Memorable Tourism Experience of Homestay in Batanes: A Content Analysis*

Tugade, L. O.** · Montances, Y. T.*** · Ular, P. V.****

Abstract

Homestays are the fast-developing trend of accommodation services in response to visitors searching for authentic experiences in residents' private homes in tourist destinations. The current study looks into the homestay attributes that entice visitors and the extent of their unforgettable homestay experience in Batanes province. Using a descriptive qualitative research design, the proponents address the inquiry aided with Tripadvisor reviews as a secondary data source to derive the themes through content analysis of sixty tourists' narratives of homestay experiences posted from 2016 to 2020. Two theoretical frameworks support the findings of the study. First, the ASEAN Homestay Standards support the themes that describe the product features of homestays in Batanes, which include activities, management, hygiene and cleanliness, accommodation, safety and security, marketing and promotion, sustainability principles, host, and location. On the other hand, the visitors' experiences fit into the memorable tourism experience (MTE) framework. Experience descriptions fall into local culture, hedonism, refreshment, knowledge, meaningfulness, novelty, and involvement. The study's findings will have implications for marketing and destination development that homestay operators, residents, other entrepreneurs, and policy-makers may consider.

Keywords : Tripadvisor reviews, Homestay, Batanes, Memorable tourism experience, Content-analysis

* This study is a revised version of a previous conference paper presented online in the ICRTTH 2023

** Polytechnic University of the Philippines; Associate Professor; lo.tugade@pup.edu.ph

*** Polytechnic University of the Philippines; Associate Professor; ytmontances@pup.edu.ph

**** Polytechnic University of the Philippines; Undergraduate Student;
impattyvillarante@gmail.com

I. Introduction

In the era of alternative travel, homestay tourism, which focuses on ecotourism and community-based products, allows tourists to immerse themselves in the lifestyle and culture of a village. As in any service-based industry, the perception of visitors regarding service delivery will prevail; a positive service experience nurtures visitor loyalty and attracts new guests (Albacete-Saez, Fuentes-Tuentes, & Lloréns-Montes, 2007; Erdil & Kalkan, 2010; Jamaluddin, Hanafiah, & Zulkifly, 2013). In Asia and elsewhere, particularly low- to middle-income countries, homestays have developed rapidly. The present strategy aids local communities to secure wise use of their resources in support of sustainable and low-impact development (Albayrak & Caber, 2013). However, the industry faces challenges such as moderate service quality, failing to meet visitors' expectations of their service experience, and a lack of marketing expertise (Ismail, Hanafiah, Aminuddin, & Mustafa, 2016). The operation of homestays must comply with licensing as well as national standards of importance. These would include those created by the Philippine Department of Tourism under the National Homestay Program (Matzler & Siller, 2003).

Although homestays are becoming increasingly popular today, the number of empirical studies examining tourists' experiences, particularly regarding the issues they face during their stay, is somewhat limited (Thapa, Anicar, & Malini, 2018). This study aims to fill that gap by investigating the online reviews that guests leave on TripAdvisor to identify the attributes of these homestays and their impact on the visitor experience. While the tourist homestay experience is widely acknowledged as a key factor for loyalty to community-based and eco-friendly destinations, there is limited knowledge about how to measure this service experience (Voon, Jee, Joseph, Hamzah, Jussem, & Teo, 2022).

Batanes is an excellent setting for study due to its magnificent scenery, hospitable people, and rich Ivatan culture. Here located are the traditional stone houses of the province and a unique lifestyle – two mainstays of homestay tourism income.

The novelty of this study lies in its dual-framework approach, which combines the MTE framework and ASEAN Homestay Standards to holistically analyze memorable homestay experiences and propose targeted improvements based on online reviews. The first is the Memorable Tourism Experience (MTE) framework, which provides an essential understanding of tourists' psychological and emotional journeys. The MTE framework identifies critical attributes, such as hedonism, novelty, local culture, knowledge, involvement, and meaningfulness, which relate to the creation of long-lasting and positive memories of a trip (Kim, Ritchie, & McCormick, 2012). Using this framework to evaluate homestay reviews in the current study will provide an understanding that extends beyond satisfaction to the key elements that make a homestay memorable. The second, ASEAN Homestay Standards(2016), outlines the criteria for assessing the quality of homestay services. This framework outlines assessment dimensions of hygiene, facilities, host attributes, and sustainability standards as a point of reference for evaluating the Batanes homestays.

The study aims for a descriptive content analysis of purposefully sampled TripAdvisor reviews to:

1. explore the main profiles of tourists in Batanes;
2. investigate the homestay facility features that are most appealing to visitors;
3. assess how features of the homestay facilities impact the level of visitors' memorable tourism experiences;
4. examine the context of visitor loyalty intentions as key outcomes of memorable tourism experiences and
5. propose improvements of Batanes homestays along the lines of ASEAN Homestay standards.

The study findings from TripAdvisor data represent only the views of online reviewers and do not necessarily reflect the experiences of all visitors to Batanes homestays, particularly those who do not use such platforms. Additionally, the data are only valid for a specific time period between 2016 and 2020, and perceptions may have varied for those traveling through the region during that period.

The study provides valuable insights for both theory and practice, offering real-world evidence that applies the Memorable Tourism Experience (MTE) framework within the homestay sector. It outlines how to leverage MTE factors to assess online reviews, enabling operators and destination managers to obtain a profound understanding of visitor needs. Practically, it provides Batanes homestay operators with a clear roadmap for improvement by identifying which specific attributes, such as host kindness and the novelty of the Honesty Store, drive positive feedback. The research serves as a model for future studies, demonstrating how user-generated content can be a rich source of qualitative data for understanding tourist perceptions and experiences.

II. Literature Reviews

1. Memorable Tourism Experiences

Offering memorable experiences is crucial to tourism, in which “the ultimate goal of a tourist experience is to generate long-term memories that visitors will ponder about and will impart in personal social networks” (Andrades & Dimanche, 2014). Several researchers have considered it important to measure consumption experiences (Campos, Mendes, Valle, & Scott, 2018; Fiore, Niehm, Oh, Jeong, & Hausafus, 2007; Hwang & Seo, 2016; Jefferies & Lepp, 2012; Carmichael & McClinchey, 2009; Meimand, Khalifah, & Hakemi, 2013; Oh, Assaf, & Baloglu, 2016; Quadri-Felitti & Fiore, 2013; Robinson & Clifford, 2012; Won Jeong, Fiore, Niehm, & Lorenz, 2009). They identified the memory of tourists after their trips in assessing experiences (Agapito, Pinto, & Mendes, 2017; Barnes, Mattsson, & Sørensen, 2016; Kastenholz, Carneiro, Marques, & Loureiro, 2018; Kim & Jang, 2016; Marschall, 2012; Marschall, 2015a, Marschall, 2015b). Therefore, this research has used the variables of Kim and Ritchie (2014)’s Memorable Tourism Experience (MTE) to measure tourists’ experiences in homestays. This is because the hospitality or accommodation industry is the most remembered component as per past research (Liu, Morrison, & Sia Juo

Ling, 2015). It is realized that homestays generate the greatest Memorable Tourism experience with a 6.57 mean value and with a lower standard deviation and variance compared to other accommodation preferences (Bose & Biju, 2020). Therefore, understanding and improving the recollection of these positive memories of tourists is a suitable strategy for promoting the competitive advantage in the tourism marketplace (Kim & Ritchie, 2014; Kozak, 2001; Lehto, O'leary, & Morrison, 2004; Ritchie & Crouch, 2003). Additionally, competitiveness is a key factor in tourism destination management and marketing (Kozak, 2001).

2. Homestay Accommodations

Homestays are an alternative form of accommodation that is rapidly gaining popularity due to the local feel and experience they offer tourists (Kulshreshtha & Kulshrestha, 2019). They are generally managed by homeowners, families, or small entrepreneurs. In response to the growing e-commerce market, online booking and travel websites became a direct interface for travelers to seek hospitality service providers across all accommodation categories (Agag & El-Masry, 2017).

In India, homestays have become a major segment in the tourism market, particularly regarding the number of available accommodations and luxury travel destinations. They represent 13% of all reservations, predominantly found in North India (72%) and South India (17%) (Kulshreshtha & Kulshrestha, 2019). A report from Statista in 2023 indicated that 67% of guests made their homestay bookings through third-party online platforms after the COVID-19 pandemic.

Apart from bookings, travelers also actively share experiences through ratings and reviews, which form UGC user-generated content on which future travelers build their decisions (Hwang, Park, & Woo, 2018). Another aspect that makes homestays popular is the growing demand for authentic, peer-to-peer experiences, which has been heightened by events like the pandemic. Options such as personal services, a homely ambiance, cooked meals on-site, cultural immersion, and authentic experiences with local people are considered when making a choice using the evaluation framework (Agyeiwaah, 2013). While an authentic experience offering rich cultural content is essential, cost factors would have a greater influence (Hsu & Lin, 2011). Additionally, the pollution levels at

the destination (Agyeiwaah, 2013), relaxation and leisure opportunities with beautiful surroundings (Hsu & Lin, 2011) also enhance the experience.

3. Tripadvisor as a User Generated Content Platform

The World Wide Web has revolutionized how communication and business are conducted. One can gather a wealth of information and bring people together on a global scale (Puri, 2007; Bellman, Johnson, Lohse, & Mandel, 2006). The website TripAdvisor has reformed how people plan their travels. Founded in 2000, this quickly took the lead among the outstanding global online travel agencies, providing suggestions and advice based on traveler feedback. According to today's news, this will be of assistance in this regard (Alaimo, Kallinikos, & Valderrama-Venegas, 2020). Reading the commentaries on TripAdvisor for hotels in London shows that they tend to offer genuine reviews. They provided travelers with certain useful information, which gave them a sense of security and reassured them to some degree that they were not being misled by fake reviews (O'Connor, 2008). Online experiences, particularly through UGC, markedly influence a tourist destination image (TDI). Zhang, Zhang, & Yang, (2016) suggested that online experiences directly affect users' perceptions towards a destination in a mobile context. Tourists' interactions and co-creation of experiences enhance the overall destination image, which is essential as it forms travelers' evaluations of a destination (Narangajavana, Callarisa, Tena, Artola, & Garcia, 2019; Wang, Hao, Law, & Wang, 2019). Tourists often evaluate their on-site experiences based on pre-conceived imagery of what they expect to experience (Kladou & Mavragani, 2015). Platforms populated with online reviews are crucial for consumers because they offer an abundance of information that ultimately helps lessen purchase uncertainty (Zhu & Zhang, 2010).

4. Batanes as a Tourism Destination

Batanes is the northernmost province of the Philippines, located about 160 kilometers north of the mainland. It is composed of ten islands, with three of them inhabited. The indigenous Ivatan people reside in the capital of Basco, which is also the capital of the province. The islands host unique plants and

animals that are found nowhere else, and they provide a refuge for migratory birds (UNWTO, 2023). Though occasionally pummeled by strong typhoons due to its location, the Batanes Islands continue to wow tourists with their majestic scenery at any viewpoint, distinct flora and fauna, and not to mention that their traditional houses, including those proclaimed as heritage sites, were built from stones, thus able to withstand challenging weather conditions (Resurrecion, 2023). Historical structures, including church ruins, Ivatan mansions, Spanish bridges, and Gabaldon buildings, were restored and are now being preserved. Batanes has been recently included in the UNWTO-INSTO Network of Observatories; consequently, the tourist influx is expected to increase significantly, and the need for control, planning, and management of tourism will also rise. The carrying capacity of the tourist sites in Batanes must be determined, as this will provide a valuable basis for addressing/forecasting possible tourism impacts and mitigating them. UNEP (2025) explains that the Batanes Protected Area Act of 2000 (Republic Act No. 8991) designates the islands and their surrounding waters as a protected area to conserve their unique biological diversity and cultural heritage. It sets up the Batanes Protected Area Management Board (BPAMB) to plan and manage the area. There are also restrictions on destructive activities such as unregulated fishing and resource extraction. It also promotes sustainable tourism and community development. Thus, this legislation ensures that Batanes' natural and cultural heritage will be preserved for future generations.

5. The ASEAN Homestay Standard of 2016

Homestays are one of the finest alternative tourism options in the ASEAN region. Such arrangements enable tourists to experience authentic village life. Eco-travel practices induce minimal environmental impacts and provide economic benefits to local communities (UNEP, 2025). This way, rural development is built up through the protection of cultural heritage via sustainable measures. Homestays are perfect for ecotourism as they reduce environmental impact and provide direct financial benefits to local communities (Ismail, 2020). It is a regionally organized effort within the ASEAN Homestay program aimed at creating minimum quality standards and partnerships to revive rural economies and reduce poverty. During the formulation of the standards, existing homestay

standards and guidelines in certain ASEAN member states were reviewed to highlight zones of convergence and gaps. The resulting standards focus on nine criteria, which are hosting, accommodation, activities, management, location, hygiene and cleanliness, safety and security, marketing, and sustainability principles (ASEAN, 2016). The success of the homestay program in the ASEAN region hinges greatly, if not entirely, on appreciating the essence of what constitutes a quality visitor experience from the homestay perspective. This ASEAN homestay standard ensures a minimum quality level, fostering partnerships to revitalize rural economies and reduce poverty across member states.

6. Theoretical Frameworks

The proponents combined the two theoretical frameworks, the Memorable Tourism Experience (MTE) framework and the ASEAN Homestay Standard 2016, to systematically analyze TripAdvisor reviews of homestays. Using both frameworks allows a researcher to go beyond just analyzing positive or negative reviews. The MTE framework explains why an experience is memorable. The ASEAN standard highlights the specific features that make that experience unforgettable.

The MTE Framework has retained the qualitative essence of understanding its experientiality within reviews. The dimensions of this framework most pertinent to scholars in their research include hedonism (enjoyment), novelty (uniqueness), local culture, and involvement (engagement in activities). For instance, a review mentioning "friendly hosts" or "trying local food" would fall under the theme of local culture. The phrases "the view was breathtaking" and "I loved the peaceful ambiance" highlight the importance of hedonism in analyzing the emotional and social factors that enhance a memorable homestay experience.

The ASEAN Homestay Standard 2016 provides a more detailed and practical viewpoint. Its criteria—covering accommodation and facilities, host attributes, and sustainability—can be used to theme reviews related to the physical and service-based aspects of the homestay. For instance, a review complaining about "low water pressure" or a "malfunctioning heater" would be categorized under accommodation and facilities. The review highlights that comments about hosts

being "friendly" and "helpful" indicate their qualities, which aid researchers in evaluating the effectiveness of a homestay. It also helps identify areas for improvement and offers practical suggestions.

III. Method

The study is purely descriptive, with a qualitative approach, as the proponents gathered only secondary data from TripAdvisor reviews to answer the investigation's queries. The investigation agrees on the definition of a review as an unstructured but comprehensive transcript disseminated into a string of complete sentences termed comments by individual online reviewers (Lei & Law, 2015). This research employed a content analysis method in collecting data, a qualitative research technique commonly used. The qualitative content analysis approach may take any of these essential methods: directed, conventional, or summative. According to Hsieh and Shannon (2005), all three techniques may be used at times to interpret the in-depth meaning of the text data. The basic principle applied in the content analysis method involves direct coding categories from the text data and building on these codes, which are subsequently used to analyze and interpret the final results (Hsieh & Shannon, 2005). Furthermore, the study has also employed the thematic analysis method, which is most appropriate when dealing with qualitative data. A thematic analysis helps identify common patterns emerging from the data; therefore, it is not an appropriate method if the objective is to search for unique themes (Kiger & Varpio, 2020). The proponents analyzed the themes of the reviews through the lenses of the Memorable Tourism Experience (MTE) framework and the ASEAN Homestay Standard, because these frameworks provide structured, theoretically grounded categories for interpreting visitor feedback.

Regarding the use of sampling in a qualitative descriptive design, the researchers employed purposive sampling techniques. The proponents considered it appropriate to meet the study's purposes. Lambert and Lambert (2012) report that any purposeful sampling technique may be utilized, assuming the goal is to derive cases that provide complete and thorough information to saturate the data.

The proponent analyzed sixty reviews of homestay visitors in Batanes shared on the TripAdvisor platform from 2016 to 2020. The selection of reviews was based on their comprehensiveness, which could substantiate the study's purpose. The data sufficiency of 60 online reviews is based on data saturation in qualitative research and aims to cover the range of visitor experiences with Batanes homestays. The researchers obtained enough information since the analysis found no new themes, and further reviews supported the findings. Tourists created online reviews to highlight the features they preferred in their guesthouses. As a result, four Batanes homestay places in Basco, Batanes, gained recognition: Wakay, Rapitan di' Vasay, Cano, and Savatan, which TripAdvisor identifies as one of the efficient consumer-generated content platforms (O'Connor, 2008). Additionally, TripAdvisor has been utilized and referenced in several qualitative studies. Justifying further that online customer reviews (OCRs) are more user-oriented and describe the product in different usage scenarios and assess it from a user's perspective (Chen & Xie, 2008). Thus, they are popularly called electronic word-of-mouth and provide insights into consumer preferred attributes of service and their sentiments towards them (Ben Liu & Karahanna, 2017). There are no issues that arise in conducting research using these online reviews. Ethical matters that would invoke the need for consent are not an issue because the information is readily available to the public and is expressly stated in the website's accessibility statements, which grant rights to retrieve and analyze its content.

The study area is the province of Batanes, which is on every Filipino's bucket list. Situated in the northernmost part of the Philippines, Batanes is the country's smallest province, both in terms of land area and population. Basco, as a municipality, has only 8,000 people. It comprises three main islands – Batan, Sabtang, and Itbayat – between the North Pacific Ocean and the South China Sea. As a result, Batanes is often battered by unforgiving typhoons that form on both bodies of water. Nevertheless, Batanes and its people are quiet, reflective, orderly, and peace-loving. Warm and sincere, the Ivatans engage in honest interactions with visitors who wish to learn more about their culture. It is also under the Batanes Responsible Tourism Act, which was promulgated by the Philippine government in 2016, designating the province as a "responsible,

community-based cultural heritage and ecotourism zone" (Batanes Responsible Tourism Act, 2016). As a consequence, travelers can expect to find homestays and small inns rather than branded hotels. The growing number of homestays in Basco is a good indication that tourism is flourishing in Batanes. Based on the above justifications, the proponents considered the place as the study area.

IV. Results and Discussion

1. Demographic and travel profile of the reviewers

Data in Table 1 describe the key characteristics of the visitors who shared OCRs (online customers' reviews) about Batanes in the Tripadvisor platform.

The collected information from a sample of 60 reviewers reveals a few additional specifics about their demographics and travel profiles. The largest share of reviewers is made up of home-based or local tourists (82%), while a slightly smaller but appreciably significant share concerns foreign visitors (18%). Next in line are those in couples (50%), families (30%), or friends (20%) arrangements, suggesting that the destination appeals to various types of relationships. Batanes is a romantic getaway for couples, considering its privacy, solitude, breathtaking beauty, and relaxation.

〈Table 1〉 Demographic and travel profile of respondents

Demographic and Travel Profile of the Reviewers	Frequency (N=60)	Percentage(%)
* Nationality		
Local	49	82
Foreign	11	18
* Companions		
Couple	30	50
Family	18	30
Friends	12	20
* Frequency of visit		
First time	43	72
Repeat	17	28
* Loyalty Intention		

Demographic and Travel Profile of the Reviewers	Frequency (N=60)	Percentage(%)
Recommend	52	87
Return	60	100
* Homestay Facilities		
Wakay	15	25
Rapitan di' Vasay	15	25
Cano	15	25
Savatan	15	25

The findings suggest that a significant proportion of visitors (72%) are first-time visitors, with only a few returning tourists (28%), which speaks volumes about being able to draw a fresh crowd into the process. The loyalty intentions are incredibly high, with 100% of reviewers wanting to return and 87% being highly willing to recommend this destination. This speaks to the enormous satisfaction achieved through word of mouth. Conclusively, the reviewer distribution across the four given homestays is perfectly balanced, whereby each one takes 25% of the reviewers. This leads to a fair and uniform distribution of guests across these accommodations.

2. Important attributes of homestay

The accounts of visitors' stories in Tripadvisor reflect the ASEAN Homestay Standards as shown in Table 2, which the proponents considered the reviews' key themes. The objective of the ASEAN Homestay Checklist is to measure the performance and achievement of homestays in the ASEAN region in adhering to the quality requirements specified in the ASEAN Homestay Standard (ASEAN, 2016).

〈Table 2〉 ASEAN homestay standard audit checklist

Main criteria	Weightage
1. Activities	20%
2. Management	15%
3. Hygiene and Cleanliness	15%
4. Accommodation	10%
5. Safety and Security	10%
6. Marketing and Promotion	10%
7. Sustainability Principles	10%

Main criteria	Weightage
8. Host	10%
9. Location	5%
Total	100%

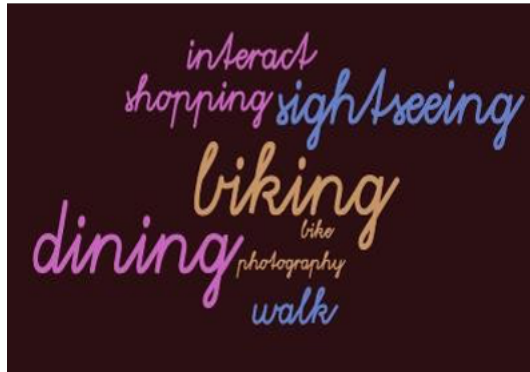
The ASEAN Homestay Standard provides all-round guidance in assuring quality, authenticity, and sustainability in homestay experiences. The audit checklist indicates that activities are the heaviest-weight component at 20%, making it conclusive that they should be emphasized more in showcasing the cultural experience offered to guests. Other key indicators include management and hygiene/cleanliness, both of which must be addressed to conduct operations professionally and ensure guest safety, at 15%. Other criteria, such as accommodation, safety, marketing, sustainability, and the host, also contribute to maximizing the quality of stay. At the same time, location has the least weight since it is a fixed attribute. Homestays are valued not just for their physical infrastructure but mainly for offering an authentic, well-managed, and culturally rich experience.

The proponents analyzed the succeeding reviews after the ASEAN Homestay Standards from the investigations of the sixty evaluations as the purportedly selected samples of the study. These comments reflect the strong affirmation of visitors with the positive attributes of homestay in Batanes, which reveal the ASEAN Homestay Standard. A homestay is an option for hotel accommodation, which could be much cheaper in terms of price but with quality services that may genuinely provide greater access to land, people, and culture, especially when the tourism activity-theme is about rural or ecological or cultural tourism (Dacles, Del Rosario, & Maslang, 2018).

1) Theme 1: Activities

The standard regards activities in the destination with the greatest weight of 20%. Visitors highly regard the activities in Batanes, as evidenced by their tales. Among the most recalled activities include biking, dining, sightseeing, walking, interacting with locals and other guests, photography, romantic night dinner, and star gazing. These activities promote interaction with local people, respect the local way of life, and harmonize local traditions. Thus, activities in the

destination are the lifeblood of tourism, which should cater to the various interest of visitors. From a tourist perspective, the positive emotions (Chen, Cheng, & Kim, 2020) and memories derived in a post-consumption of tourism experience are some of the most appreciated remembrances, except perhaps for a few souvenirs and photographs (Braun-LaTour, Grinley, & Loftus, 2006).



〈Figure 1〉 Visitors' activities in Batanes

Figure 1 presents a word cloud visually representing the most frequently mentioned activities and key attractions reported by tourists in their reviews on TripAdvisor. The following stories validate these occurrences being enjoyed by the visitors:

A tourist wrote about their experience *"Exploring Batanes on two wheels,"* stating, *"The best way to go around Batanes is by bicycle. You'll appreciate the views better, it's good for your health, good for Mother Earth, budget-friendly, and best of all – it is fun!"* This review highlights the self-paced, immersive, and eco-friendly nature of biking. *"The landscape is rugged and a bicycle ride can take you up and down the slopes of rolling hills a hundred times over."* This shows that biking was a well-known option for budget and adventure travelers.

An analysis of TripAdvisor reviews and travel blogs from 2016 to 2020 reveals that sightseeing was also a popular activity in Batanes, with visitors praising its stunning natural landscapes and historical landmarks. *"Our trip focused on sightseeing, and we took many photos. We created a three-day plan with specific places to visit. The North Batan tour included the Japanese Tunnel, Valugan*

Boulder Beach, and Vayang Rolling Hills. The South Batan tour took us to Marlboro Country and Tayid Lighthouse" Another review highlighted sightseeing as a must do activity in Batanes saying that *"The views are breathtaking—picturesque lighthouses, cattle grazing on dramatic cliffs, and waves crashing against natural rock formations. The tours are a must, as they make it easy for us to enjoy the scenery, the food, and the hospitality of the Ivatans. Now officially our favorite destination in the Philippines!"* Reviews highlight *"breathtaking views"*, *"picturesque lighthouses"*, and *"historic sites"* confirming that sightseeing was the top activity for tourists in Batanes. From these reviews, it's clear that dining was an integral and highly rated part of the Batanes experience for tourists. Reviewers often praised the local Ivatan cuisine and specific restaurants, making dining a memorable activity beyond just a necessity.

On Ivatan cuisine, a reviewer from 2019 noted, *"The food in Batanes is truly a unique experience. We loved trying the local dishes, such as Uved, Vunes, and Lunis, at Pension Ivatan. It's not just about the taste, but also the story behind the food, like how they preserve vines for the typhoon season."* On specific restaurant, a review from a tourist in 2018 highlighted the value of dining with a view: *"Our tour included lunch, and the food was fantastic. But what made it unforgettable was the view of the sea and the lighthouse while we ate. It was a perfect break from our tour."* Another review from 2019 raved about a specific establishment, *"we went to Casa Napoli and their brick-oven pizza was surprisingly good, even better than some in Manila!"* During that time, reviews highlighted the friendliness of the locals, which significantly improved tourists' dining experiences. Homestay hosts made traditional meals for visitors, and tour guides set up memorable feasts at canteens. Therefore, dining became a very cultural experience; for many travelers, eating was not just about food, but was also a significant part of immersing oneself in a culture.

Beyond sightseeing and dining, tourists in Batanes engaged in a variety of activities that could also be enjoyed through guided tours. In their reviews of the Ivatan people, the centrality of warm hospitality and integrity was one of the major points that made their trips memorable. A tourist in 2018 commented, *"The people are what make Batanes. So welcoming, so honest. We bought souvenirs at the Honesty Coffee Shop, and it felt surreal. The friendly locals have an*

impressive, simple lifestyle". A review from 2019 noted, *"The best part of our stay was our host. She treated us like family and taught us about Ivatan culture over breakfast."*

There was no hustle and bustle of a commercial center, yet buying souvenirs was one of those significant activities often tied to the Ivatan culture. For instance, a review in 2017 stated, *"We made sure to buy some of the hand-woven Ivatan hats and a few t-shirts. The prices were very reasonable, and it felt good to support the local artisans."* Another reviewer from 2018 highlighted the uniqueness of the products, saying, *"We bought garlic and turmeric at the market, which Batanes is known for. And of course, a few keychains and ref magnets to remember the trip by."* The Honesty Coffee Shop was particularly popular in this activity, where tourists commended the idea of unsupervised shopping.

Walking was often accompanied by taking photographs, as tourists craved to capture the most beautiful, unspoiled landscapes. In such a review from 2019, *"Batanes is every photographer's dream. We spent hours just walking around Valugan Boulder Beach and the rolling hills, and every single shot was like a painting. Impossible to take a bad photo here."* In 2020, a visitor shared: *"We explored Basco town on foot, enjoying the charming stone houses and relaxed lifestyle. Our phones were filled with memories from our adventure."*

From these reviews, Batanes was indeed a very personal experience for many travelers—it was multi-faceted and defined by warm relationships, a slow pace of exploration, and a constant need to appreciate the island's raw beauty and unique cultural heritage.

It can be analyzed from the reviews that visitors enjoyed simple and basic soft tourism and low impact activities which are very suitable for a destination like Batanes. Offering soft tourism activities in a destination contribute to the preservation of its local culture while the interaction promotes learning opportunities. Travel and tourism experiences, including interaction with locals or interpretive tours of a historic destination/site, offer a multitude of distinctive learning opportunities for visitors (Kim, 2014; Coudounaris & Sthapit, 2017).

2) Theme 2: Management

This attribute corresponds to 15% of the overall homestay standard. The management attributes reflect the strong leadership qualities of homestay operators, the systematic structure with clear roles, responsibilities, and line of communication, the empowerment of local women and youths, organized records (guest arrivals, origin, length of stay, comments, complaints, and suggestions), updated inventory of tourism resources, capacity building, and training and simple manuals and guidelines.

TripAdvisor reviews from the period of circa 2016 to 2020 revealed that homestays in Batanes mostly comply with, if not surpass, the standards set for homestay management by ASEAN with consistency. Although the term "management" was rarely mentioned explicitly in guest comments, their views on hospitality, as well as organization and communication, surely reflected these attributes.

While tourists praised the homestay operators for their clear roles and responsibilities, many comments during this period mentioned the names of specific hosts for reassuring reasons, highlighting their involvement and competence. As a positive example of the type of hospitality being offered, one 2018 review said, *"Our host, was not just our host but our go-to guy for everything. He arranged our tours, coordinated with our tricycle drivers, and even gave us tips on where to eat. Everything was so well-organized"*.

While empowerment has not been explicitly mentioned, the value placed upon family-run businesses and local staff by the reviews conveys an appreciation for this. A positive comment made in 2017 says, *"We stayed at a family-run guesthouse and loved how everyone, from the parents to the children, helped out. It felt like we were part of a community, not just a guest in a hotel."*

Tourists valued how their itineraries were communicated and handled smoothly, implying organized records and clear communication. According to an anonymous 2018 reviewer, a tour had to be extended due to a flight cancellation, and *"I commend them for being flexible amidst the numerous changes during the trip."* This demonstrates the operator's ability to manage a guest's stay even when caught unawares. Another guest in 2020 reviewed a lodge that shipped his

jacket back to him after he left it behind, demonstrating the staff's organized and helpful spirit beyond the stay itself.

It can be realized from the visitors' accounts the vigorous efforts of the homestay operators to sustain their business. Some enabling mechanisms that influenced the homestay owners to operate in the industry consisted of: the sustained presence of local and foreign visitor-tourists; efforts to preserve the environment; infrastructural project and electrification; national and local environmental education programs; or assistance extended by municipal and provincial tourism offices to local people such as the DOLE, TESDA, and DTI (Dacles et al., 2018).

3) Theme 3: Hygiene and cleanliness

This factor accounts to 15% of the ASEAN Homestay criteria. The succeeding accounts indicate the hygiene and cleanliness in homestay sites.

From the posted Tripadvisor reviews, Batanes homestays often met or exceeded the ASEAN Homestay Standard for Hygiene and Cleanliness, which accounts for 15% of the total standard and covers the sanitation of both private and public areas. Guests remaining in these homestays often described their rooms as "*clean*" with "*comfortable beds*" noting that sheets and towels were "*clean*" and changed on a daily basis. "*The receiving room also serves as a breakfast area and is also very clean and welcoming. After every tour, we got to go home to a relaxing ambiance, clean room, and towels. They're cleaning all the rooms and change the towels every day that you don't need to request for it.*" Positive comments were given concerning the "*clean*" toilets and the "*very clean and welcoming*" common areas, which indicate that a high standard of cleanliness is maintained. "*Upon check-in, rooms were clean and with comfortable beds but only one pillow for every bed. Toilets are okay, room condition, okay also. There's a cabinet where you can store and hang your clothes.*" It was this attention to cleanliness and detail that ensured that guests were comfortable and hygienic, which often became one of the highlights of their overall experience in Batanes. The reviews suggest that the homestay operators took the initiative in cleaning, giving their guests a sanitary and well-maintained atmosphere.

Affirmative comments from guests regarding these dimensions confirm the importance of these attributes to them. On the other hand, homestay operators place greater emphasis on these aspects as a basic seal of good housekeeping practice. The visitors experience hygiene and cleanliness in the bedrooms, toilet, kitchen, surrounding compound, and food preparation, which validate the most significant homestay attributes to them. Cleanliness is a basic service in the accommodation industry, as it significantly impacts the overall travel experience. When everything is in order and organized, cleanliness is perceived as usual. When something is not in order, it can cause dissatisfaction among visitors.

4) Theme 4: Accommodation

The homestay accommodation ratings by tourists have remained high from 2016 to 2020, which confirms the 10% weighting for this dimension in the ASEAN Homestay Standard. Some key characteristics discussed in these reviews include room condition and amenities, general ambiance, and value for money.

The common reviews from 2016–2020 testify that homestays, as a rule, are a comfortable and well-equipped environment. Guests appreciated the availability of basic amenities, including air conditioning and fans, as well as clean, comfy beds with fresh sheets. *"Our room has three beds, and the air conditioning is working perfectly. The sheets are clean. The comfort room is clean. They have cable and wifi. They also provide cabinets for your clothes. They also offer towels and a selection of toiletries. The place has a shared living room. Food served here was good enough."*

The availability of clean private bathrooms and shared bathrooms, along with toiletries and towels, made the accommodations more attractive to guests. The provision of cable TV and Wi-Fi in some establishments shows that homestay operators are adapting to the modern demands of their guests. Furthermore, tourists liked practical features such as the provision of a cabinet and a desk to keep clothes and other belongings.

The ambiance and interiors of the homestays were also praised, with guests saying the spaces were *"clean," "quiet, and "well decorated."* An observation in a 2019 review mentioned that fixtures were looking *"newly installed,"* an indication of proper maintenance of the property. *"Inside, the interior might be quite small*

like the others, but it is well decorated to make you feel at ease. Their wall and fixtures still look like they are newly installed, meaning they are good at maintaining their property".

Shared living, dining, and kitchen areas instilled a sense of togetherness, a sentiment that many tourists enjoyed. The facilities outside the rooms mentioned a "small garden, a pool, and a putting green", showing that some homestays do give additional recreational options. *"The property has a small garden and ample dining and living areas. The room I got (standard 1) was clean and well stocked with great amenities - soft and comfy queen-sized bed and pillows, air conditioning, fan, cable TV, cabinet, desk, and a private bathroom with toiletries and fresh towels".*

Finally, the reviews discuss Batanes' homestay experiences, offering little value for the money. *"Most rooms can accommodate a max of 4 pax, having a double-sized bed and two single beds. I find the rate cheap compared to the comfort it provides in terms of the basic amenities and its location, which is just parallel to the famous Abad Street".* The rates were said to be "affordable" and "cheap compared to the comfort it provides."

Along with that was the convenient location of many homestays, usually within a "walking distance" from the main streets", thereby sealing the whole deal for tourists.



〈Figure 2〉 Attributes of homestay accommodation

According to Figure 2, the word cloud displays the principal attributes of Batanes homestays as discerned from guest reviews under the Accommodation theme. Common words such as "clean", "comfortable", "fresh", "safe", and

"private" suggest that guest experiences closely correlate with the chief requirements of the ASEAN Homestay Standard (ASEAN, 2016). The standards stipulate that an accommodation must be in excellent and safe condition, conform to local architecture, and have separate rooms for guests, with reliable electricity and water supply. The word cloud attests to the fulfillment of these criteria by Batanes homestay operators, thereby enabling them to provide visitors with a quiet, spacious, and relaxing environment that meets guest expectations and regional standards.

5) Theme 5: Safety and security

Batanes is a world-renowned destination often touted by tourists as being very safe from homestays to places, aligning with the 10% weight accorded to this criterion by the ASEAN Homestay Standard. In fact, from 2016 to 2020, the crime rate in the province was remarkably low, and its sense of safety contributed significantly to the overall positive and stress-free nature of the homestay experience.

The most common reminiscence related to safety was drawn from reviews mentioning the "*Honesty Coffee Shop*". This unusual store, which was left unattended, where guests served themselves and paid through an honor system, became a stark symbol for the province, indicating a lack of trustworthiness and a potential risk of being unsafe. Tourists often felt such experiences as a consequence of safety concerns, not in that particular shop, but over the entire island. This is usually how reviews from this era described Batanes when it came to being an ideal destination for solo female travelers, families with very young children, and older adults; this is a clear indicator of a secure environment. Tourists were able to move about even at night and could leave their bags unattended.

Although not always obvious, the assurance provided by one's sense of safety was also tied to the management and presence of a host. The reassuring presence of a good and watchful host added to the feeling of security for guests. The security of guests was ensured, most likely, through locals' safety tips and always-ready assistance. "*We are given privacy and it is generally safe to be a tourists in Batanes*".

Many reviews during that period ranked Batanes among the best places for having remarkably low crime rates, and this was probably the strongest selling point for the island. *“Batanes is known to have one of the lowest if not the lowest crime rate in the Philippines. However, the usual travelling precautions still have to be observed”*. This general perception of safety even extended up to the homestay experience, lending guests a sense of well-being and security while in the province. *“I have a strong feeling of safety and security during our entire stay”*.

6) Theme 6: Marketing and promotion

The proponents analyzed Batanes homestay reviews, extracting frequently occurring words and phrases. The size of each word in the cloud reflects its frequency, with larger words indicating more mentions, offering a visual summary of key themes. The above word cloud illustrates that homestays in Batanes market services by placing a premium on all the performing attributes that are essential in delivering tourism according to the 7 Ps principles.



〈Figure 3〉 Supporting pulls in the destination

The Homestay Standard allocates 10% of the budget to marketing and promotion efforts for homestay facilities. Marketing can be a rewarding process of identifying, understanding, and meeting customers' needs (Sharpley & Pearce, 2007). The promotion enables marketers to endorse their tourist products and

maximize demand, but the potential for environmental degradation, pollution, species destruction, and climate change is inevitable (Sharples & Pearce, 2007; Nickerson, Jordenson, & Boley, 2016). Therefore, organizations utilize a marketing package of focused activities applying the 7 Ps of product, price, place, promotion, process, people, and physical evidence (Othman, Harun, & Nazeer, 2018). Through depicting relevant words linked to the tourist reviews, this word cloud reinforces the criteria for Marketing and Promotion of the ASEAN Homestay Standard.

- Product: The word cloud emphasizes key aspects of the homestay experience, such as food, rooms, towels, and kitchen amenities. It also highlights additional features like gardens, pools, and TVs that enhance the guest experience.
- Price: Price and cost may be the least significant words, but they relate to smaller aspects, such as guest feedback, which are among the factors influencing guests' decisions. This means that operators are genuinely aware of pricing as it is of the overall value proposition.
- Place: The big words would be airport, location, and shops. These declare the homestay to be part of a comprehensive marketing strategy that emphasizes convenience and surroundings as its key selling features.
- Promotion: This is a word created by marketing success, for the word cloud has good reflections. Reviews, people, and hosts are capable of positively influencing others through word-of-mouth and honest engagements. Promotion, therefore, derived through the input of a satisfied clientele, becomes a stronger underpinning of the marketing strategy in Batanes.
- Process: Based on the tours, transportation, and staff, these words imply a seamless guest experience by letting that booking, arriving, and touring are well-managed facets that bring positive stay experiences, which in the end generate positive reviews, thus being further promoted.
- People: Terms such as host, personnel, and people highlight the crucial human component of the Batanes experience. Picturesque views, hospitality, trust, and helpfulness of the locals are evidently the strongest promotions for the area in the various reviews.

- Physical Evidence: Key aspects of the experience would include words like room, bed, and garden. Together with the stunning views, all these will serve as physical evidence of the tourism product's quality and value to prospective customers.

7) Theme 7: Sustainability Principles

Homestay facilities should meet the 10% criteria set by ASEAN Homestay standards. From the reviews, the proponents derive the sustainability components of the homestays experience of the visitors. According to Font and McCabe (Font & McCabe, 2017), sustainable development can only be realized when more responsible actions back it since individuals need to be interested in obtaining sustainable tourism products and services.

The reviews show that tourists are concerned most about cultural and environmental protection. They give utmost importance given to a partnership, community entrepreneurship and empowerment, preservation of local culture and traditions, promotion of gastronomic practices, conservation of the natural resources, minimal tourism developments and basic infrastructure, staff training, promotion of interaction with locals, stimulation of soft nature encounter activities, keeping prices and tourists' charges to a minimum, promotion of green practices (biking and walking), and keeping capacity to a minimum among others. Sustainability initiatives can be marketed to tourists and tied to environmental attributes, mainly focusing on the benefits that the tourists may derive from these sustainability practices in terms of a more attractive, culturally unique, and less polluted environment.

The evaluation from 2016 to 2020 supports the criterion Sustainability Principles of the ASEAN standard of Homestays, considered 10% of the entire review. Hence, it maintains that the experience gained from Batanes homestays is one based on sustainability, encompassing social, cultural, and economic aspects.

The reviews suggest that the tourism model of Batanes can be founded on the sustainability of socio-cultural aspects. The repeated mention of the "*Honesty Store*" in a homestay or general is one symbolic act that evokes trust and integrity in its visitors. As one guest review from 2020 puts it, "*There was*

an honesty store inside our house! Truly amazing experience," indicating that this cultural behavior forms a crucial part of the guests' experience during their stay. Another review from 2018 states, *"Batanes retains its warmth and authenticity to your beautiful culture and traditions,"* implying that guests recognize and appreciate the preservation of the local Ivatan way of life.

In economic terms, the reviews show that the homestays support local livelihoods and promote local consumption. Guests are giving comments about buying at the honesty store at local prices, as well as enjoying locally sourced meals, such as *"fried flying fish"* and *"fried squid"*, which directly contribute to the local food economy. *"Breakfast was P150 per person. Separate payment from the accommodation. Simple and usual morning meals of rice, egg, and whatever is the "ulam" (dish) for the day. For our first morning, it's the fried flying fish. For the 2nd day was fried squid, and 3rd day was beef strips"*. The existence of devices like *"inexpensive bike rental"* just across the street also portrays the circulation of tourist revenue within the local community.

The reviews also indirectly address the environmental issue, as they appreciate the natural environment and low-impact activities. Guests enjoy the *"green lawn,"* the *"nice garden,"* and the opportunity to *"stare at the stars"* and *"simply enjoy the relaxing view of Mt. Iraya"*. The 2019 review has noted, *"Lots of local cafes nearby where you can go by foot. Or bike if you prefer. There is a bike rental just at the other side of the street"*, thus asserting a sustainable and non-motorized mode of transport.

These accounts show that the natural beauty of the island will be an integral part of the homestay experience, asking visitors to appreciate and further preserve it. Thus, the collective narrative presented here lends credibility to the argument that Batane homestays offer the kind of holistic experiences that are both memorable and sustainable—a key component of the ASEAN Homestay Standard.

Sustainability is concurrent with competitiveness, as tourism growth must balance economic development with social, cultural, and environmental goals to ensure a long-term future for the sector. The sustainability factor of homestay tourism in rural communities primarily offers tourists access to available natural and cultural attractions (Anand, Chandan, & Singh, 2012; Gu & Wong, 2006;

MacDonald & Jolliffe, 2003; Musa, Kayat, & Thirumoorthi, 2010). This creates pressure on the environment and socio-cultural fabric, which can be kept intact by sensible management and operational modalities (Acharya & Halpenny, 2013).

8) Theme 8: Host

Along with location, the host dimension is allotted 5% by the ASEAN Homestay standard. The host is the most frequently mentioned in the visitors' narratives of their homestay experiences. The host is typically a service frontliner, often the house owner, and may have other members as supporting staff. In a conventional homestay setting, certain rooms in the house are allocated for tourists and serve as an income-generating source for the host family.



〈Figure 〉 Attributes of host in homestay

The reviews emphasize the importance of the host in selling the Batanes homestay experience, which aligns with the findings of ASEAN (2016) and Dacles et al. (2018) studies. These can be summed up as the most important premises for guest satisfaction within a relaxing, homely atmosphere, including their friendliness, helpfulness, and hospitality.

Reviews show that hosts care about their guests. Visitor said that *"They treat you like family, making sure you feel at home."* In another review adds, *"They go the extra mile! They treat you like family."*

Proactive and accommodating attributes are also awarded to the hosts and staff. A 2018 review mentions a host who *"arranged a 3-day Batanes tour for*

me"; another highlights that hosts *"can connect you to the right people for tour or food requests"*. This level of service transforms the host into more than just a simple provider of accommodation, but a genuine guide throughout the entire trip.

To sum up, the evaluations highlight that the warmth, attentiveness, and eagerness of hosts to go above and beyond are essential in making guests feel comfortable and leave with a desire to return.

9) Theme 9: Location

Although a maximum of 5% is allotted for this factor, the importance of location cannot be neglected. The location criterion describes the homestays as accessible to any mode of transportation and nearby attractions and amenities. Examples of such narratives include a review of the Savatan Homestay location, which states that it is *"very near PNB with ATM so you can withdraw money anytime"* and *"walking distance to everywhere: pasalubong center, church, restaurants, and coffee shops."* The convenience this creates is a significant contributor to guests' positive experience. Another review from the same year mentioned its proximity to *"at the back of the airport"*, which allows guests to walk to essential places, such as souvenir shops and other pensions. Another review also supports this, as it describes the location as *"the best"* because it's *"in the town proper,"* thereby providing guests with ease of access for a stroll. Proximity to key services, attractions, and airports adds convenience for travelers. While location accounts for only 5% of overall satisfaction, it still impacts guest contentment.

3. Memorable Tourism Experience of Visitors in Homestays

The proponents categorized and interpreted such tourist reviews in terms of variables of the Memorable Tourism Experience (MTE), going beyond just a summary of a comment to provide a more comprehensive analytical understanding of the visitor's psychological and emotional journey, which describes their consumption experience in homestays. To date, the seven-dimensional MTE, which includes hedonism, refreshment, local culture,

meaningfulness, knowledge, involvement, and novelty, is the most acknowledged (de Freitas Coelho, de Sevilha Gosling, & de Almeida, 2018; Kim, Hallab, & Kim, 2012). Kim and Ritchie (2014) and Kim et al. (2012) developed scales of memorable tourism experiences (MTE) using these seven dimensions of general travel types.

- Hedonism & Refreshment: They emphasized reviews stressing comfort, cleanliness, and a relaxing atmosphere to demonstrate how the homestay offered a pleasurable escape from daily life.
- Local Culture: The analysis highlighted genuine exchanges with locals. The proponent used examples such as shared meals, the "Honesty Store," and the hosts' positive attitudes to demonstrate that cultural immersion was a key component of the memorable experience.
- Meaningfulness & Knowledge: The study identified comments on personal growth and a deeper connection to the place. This revealed that the trip was not just a vacation, but a transformative experience that left a lasting impact on its visitors.
- Involvement: The proponents looked for evidence of visitors being active participants, not just observers. They used reviews that described conversations with hosts and participation in local activities to demonstrate how engagement made the journey more immersive and memorable.
- Novelty: They specifically looked for reviews that highlighted features and activities unique to the destination, recognizing that new and distinct experiences are potent drivers of lasting memories.

The succeeding reviews illustrated in Table 3 show that the Memorable Tourism Experience (MTE) framework applies to the case of the Batanes homestay experience, focusing on seven key variables: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty.

〈Table 3〉 Extent of Visitors' Memorable Tourism Experiences in Batanes' Homestay

MTE Variable	Sample Visitor Narratives
Hedonism & Refreshment	<i>"Our room was quiet and the bed was very comfortable. After a day of exploring, it was the perfect place to relax. The clean room and refreshing garden helped us recharge. I enjoyed the peaceful atmosphere and the relaxing music they played. It was a great break from city life, and I felt completely refreshed after my stay"</i>
Local Culture	<i>"The Honesty Store offered a unique experience that taught us about local culture and the people. The highlight was having breakfast with our host family, who shared their traditions and prepared delicious local dishes. It felt we were part of their family."</i>
Meaningfulness & Knowledge	<i>"This trip was a soul-searching experience. The peaceful surroundings and kind locals helped me recognize what truly matters. I learned about sustainable living and the Ivatan way of life, gaining a deeper understanding of the culture."</i>
Involvement	<i>"The staff was very helpful and connected us with a local who taught us how to photograph the stars. This experience made our trip unforgettable. Our host shared their daily life with us, making us feel like part of the community instead of just tourists."</i>
Novelty	<i>"The Honesty Store offered a great experience with fair prices, creating trust and a unique feel for our trip. We stayed in a traditional stone house, which felt authentic and like stepping back in time. This truly made our visit to Batanes memorable."</i>

1) Hedonism & Refreshment

Homestays offer a great way to relax. Guests enjoy clean, quiet rooms and a refreshing atmosphere. This shows that homestays are successful in providing rest and a break from daily stress. Hedonism has been acknowledged as a dominating part of tourism and leisure activities. Tourists primarily desire enjoyment (hedonism or pleasure) while "consuming" tourism products. Otto and Ritchie (1996) stressed that tourism products and services are part of consumption for hedonic purpose and positive emotions linked with happiness experiences, essentially explaining my essence. The hedonic dimensions of the reviews mostly describe the experiences, activities, and enjoyment brought about by their homestay experience.

Reflecting on these visitors' accounts, the homestay experience enables them to

break from their routine and feel comfortable and relaxed. It can be construed that visitors consider vacation as a time for rest, recreation, travel, and refreshment, as well as for leaving work behind. Although preferences and activities may vary among individual vacationers, being refreshed, recharged, and renewed is a principal reason for traveling. Forgetting one's daily life and feeling free are important reasons to travel as well (Hung & Petrick, 2011). Nazish (2018) highlights the beneficial outcomes of travel affecting mental and emotional wellbeing.

Kim (2010) found that involvement and refreshing experiences during travel have significant relationships with the vividness of memory. In addition, Kim (2010) reported that involvement, refreshment, and local cultural experiences also influence memory recall. Manthiou, Lee, Tang, & Chiang (2014) explained that event experiences can create perceived benefits and values and that the outcomes of experiences are essential information for the memory process.

2) Local Culture

Guests sincerely appreciate the genuine cultural exchange. Narratives about the Honesty Store and shared meals with hosts highlight how unique local traditions and the kindness of the people create an authentic, memorable experience beyond standard tourism. Among the mentioned factors of the local culture are people, food, and houses. Cultural exchange through exchanges between residents and tourists is innate in a social environment. Therefore, cultural tourism can help boost identities, enrich cross-cultural understanding, sustain an area's heritage and culture, and support positive economic impacts. One of the main factors expected to contribute to homestays and especially rural tourism is the possibility of higher exposure and experience with culture and society. Therefore, it was construed that homestays offer the most elevated of culture and social interaction as an accommodation facility. According to Poon and Lock-Teng Low (2005), tourists' activities depend on features of the tourism industry, including cultural events, shopping activities, local beverages, and foods consumption, new accommodation projects, and other entertainment activities. Yeoman and McMahon-Beattie (2016) and Kandampully (2000) argued that tourism is a combination of nature-related products and services, mainly associated with food

and destination. Similarly, Getz, Robinson, Andersson, & Vujicic, (2014) suggested that local food and tourism are the leading components that determine tourists' behavior.

3) Meaningfulness & Knowledge

Reviews reflect a transformative journey. Visitors feel a profound connection to the place, gaining a new perspective and experiencing a sense of personal growth, which demonstrates that the trip was a life-enriching experience rather than just a simple vacation. 'Meaningfulness' indicates [tourists'] engagement in personally significant activities' (Wei, Zhao, Zhang, & Huang, 2019). For some people, a tourism experience is more than looking for new sights, meeting new people, or going to new places to an 'inner journey of personal growth and self-development' (Kim, 2014). This inner journey is usually referred to as a search for meaningfulness and reflects travelers seeking a sense of physical, emotional, or spiritual fulfillment by participating in a tourist activity (Gentile, Spiller, & Noci, 2007). Although some studies have indicated that hedonistic factors (Otto & Ritchie, 1996), including experiencing the local culture (Chandralal & Valenzuela, 2013; Sthapit, 2018) and the meaningfulness of an experience, make an experience memorable (Sthapit, 2018), the relationships between hedonism and memorability, local culture, and memorability, and meaningfulness and memorability are not statistically significant.

Knowledge, an educational result of experiences, refers to acquiring new information, skills, and insights (Lončarić, Dlačić, & Perišić Prodan, 2018). Throughout the years, travel has been regarded as educational activity (Stone, & Petrick, 2013) as it aids to broaden the minds of travelers (LaTorre, 2011) through the discovery of new knowledge and emotions and the acquisition of new skills and techniques (Cutler, 2015). The motives of exploration, awareness, and new culture insinuated from the reviews prompt more excellent tourists' knowledge and sensitivity of the destination, which account for the justifiable starting point for understanding the dimensions of a ME as the cognitive dimension. Cognition comprises mental processes that individuals employ in evaluating information obtained from perception, knowledge acquired and subjective characteristics (Bustamante & Rubio, 2017), and preceding affective

(emotional) processes (Savolainen, 2015).

4) Involvement

These narratives emphasize active participation. Guests describe engaging in conversations with hosts and local events, which proves they were not passive observers but were deeply involved in their journey, making it more personal and memorable. Involvement refers to individuals participating in an experience together with others (Kim, 2010). In many situations, the presence of fellow tourists as part of a tourist experience is unavoidable (Huang & Hsu, 2010). This presence inevitably leads to interaction among individuals and forms an indispensable part of the consumption experience (Huang & Hsu, 2010) and hence of MTEs (Wei et al., 2019). Chandralal and Valenzuela (2013) confirmed that travel experiences where new relations were built or existing bonds with friends and family were strengthened more memorable than experiences enjoyed alone.

The reviews, people, places, and activities provide the background for productive involvement. In homestay business, to ensure tourists have a higher level of experience, they should participate in activities offered. The current study suggests that social interaction among respondents positively influences the visitors' recall of the experience. This supports Chandralal and Valenzuela (2015)'s suggestions that experiences where interaction exists tend to be more memorable than experiences lacking social exchange.

Among the described encounters in Batanes, homestays involved economic and socio-cultural backgrounds. It can be construed that the business opportunities and other economic ventures operated by residents enable more excellent host and visitor engagement. On the other hand, shared interest among other tourists can prompt more significant interaction. The involvement component of MTE allows tourists to be more active participants rather than passive observers only in the destination. By co-creating experience value, tourism companies can consider tourists as participants in creating the destination product and the tourist experience (Skayronskaya, Moyle, & Scott, 2020). This shifts the above connotation of tourists as mere spectators to potential active contributors to destination sustainability and experience value. Huang and Hsu (2010) claim it is difficult for people to derive psychological gains such as satisfaction lacking

active involvement in leisure and tourism consumption. Kerstetter, Confer, & Graefe (2001) investigated tourists' involvement level with cultural tourism on Bryan (1977)'s specialization concept and found that those with greater involvement were not only more pleased with the whole experience but also more inclined to have visited more cultural and historic sites in the community. Likewise, Lee and Beeler (2009) suggested that levels of satisfaction and intention could vary with other attributes and found that involvement was one of the main determinants that significantly influenced dignity and future choice.

5) Novelty

The unique homestay experience is a key attraction for visitors. They are interested in new ideas like the "Honesty Store" and are excited by the local culture, which makes Batanes different from other tourist spots. Novelty indicates experiencing something new or unique (Mahdzar, Zaidi, & Shuib, 2016). Novelty-seeking is linked with the desire to enjoy a unique, first-time experience (Albaity & Melhem, 2017). Novelty has become an essential motivator for individual travel (Kim, 2014), as is evident in the increasing number of tourists who seek novel experiences (Chandralal & Valenzuela, 2013). The visitors' reported experiences denote that homestay consumption is once in a lifetime, unique and distinct experience. Furthermore, it was found that homestays can deliver better customer delight and unique experiences compared to other accommodation options. It can be interpreted that the novelty factor stems from visitors' desires, thus resulting in feeling delighted, surprised, and enjoyed when they are fulfilled. Dreams and desires have been acknowledged as a significant premise in reported occurrences of tourism novelty (Skavronskaya et al., 2020). Novelty in a pleasurable tourism experience is associated with suddenness or unexpectedness and with emotions such as delight, surprise, and enjoyment (Ortony, Clore, & Collins, 1988; Scherer, 1993; Roseman, 1996). In cognitive psychology, novelty is an antecedent of attention, emotion, memory, and behavior, though the relationship between novelty and experience memorability remains conceptually underdeveloped in tourism (Skavronskaya et al., 2020).

Table 4 shows the variety of themes according to MTE framework.

〈Table 4〉 Memorable tourism experience in homestays

MTE Themes	Sub-themes	Number of mentions
Hedonism	New experiences	15
	Activities	10
	Enjoyment	23
Refreshment	Sense of freedom	5
	Revitalization	7
	Relaxation	18
Local Culture	People	16
	Food	11
	Houses	8
Meaningfulness	Relevance	13
	Accomplishment	9
	Self-discovery	5
Knowledge	Explorationl	8
	Awareness	6
	New Culture	14
Involvement	Places	10
	People	7
	Activities	9
Novelty	Once in a lifetime	4
	Uniqueness	6
	Distinction	2

6) Theme 1: Hedonism

The feature of hedonism, with 48 mentions, is prevalent, followed by Enjoyment (23) and New experiences (15). This further implies that tourists in Batanes derive considerable pleasure and Enjoyment during their stay, and this has proven something about this destination. The high count for Enjoyment suggests a general sense of satisfaction, while the firm number for new experiences highlights that the unique aspects of Batanes are a key source of this pleasure. The lower count for activities (10) suggests that Enjoyment is derived more from the overall atmosphere and novel surroundings rather than from a high volume of specific tourist activities.

7) Theme 2: Refreshment

Refreshment is one of the most critical aspects of the Batanes experience,

garnering a total of 30 citations. Relaxation (18) would be the most frequently occurring subtheme, indicating the tourists' high regard for the homestay in terms of providing a peaceful and calm environment. Low counts of Revitalization (7) and Sense of Freedom (5) suggest that guests feel refreshed; however, what rings most true for them is in terms of peacefulness rather than Revitalization or complete liberation.

8) Theme 3: Local culture

Local culture, another primary variable, was mentioned 35 times. The sub-theme of 'People' was most frequently listed (16), indicating that it is the local people and their interactions that provide the most memorable aspects of culture. The other categories are food (11) and houses (8), indicating that food and traditional architecture are integral to the artistic experience, but interacting with the Ivatan people remains the most memorable in its own right.

9) Theme 4: Meaningfulness

The Meaningfulness variable has a total of 27 mentions. The highest frequency is for 'Relevance' (13), suggesting that tourists perceive the experience as personally significant and connected to their own lives. Accomplishment (9) and Self-discovery (5) also contribute, but to a lesser extent. This indicates that the Batanes trip is more about finding personal significance and a deeper connection rather than achieving a primary personal goal or gaining profound self-insight.

10) Theme 5: Knowledge

With a total of 28 mentions, the Knowledge variable is a key component of the MTE. The most frequent sub-theme is 'New Culture' (14), which indicates that tourists actively learn about and appreciate the Ivatan way of life. This is followed by Exploration (8) and Awareness (6), suggesting that the learning process is driven by actively exploring the island and becoming more aware of its unique characteristics.

11) Theme 6: Involvement

At 26 mentions, involvement is a significant indicator in this context. It is infrequently mentioned that Places (10) exist, which indicates that tourists visit the various sites included in the destination. Activities (9) and People (7) are also included in involvement, but to a lesser extent. This means that while tourists are engaging with locals and involved in activities, they mostly come by the physical movement through the island's landmarks.

12) Theme 7: Novelty

The Novelty variable has the lowest total count at 12 mentions, but its sub-themes are highly specific. New experiences (15), which is under hedonism in this table but is often associated with novelty, is a high scorer. The low counts for Once in a lifetime (4), Uniqueness (6), and Distinction (2) suggest that while visitors find the experience unique, they may not explicitly describe it using these terms. However, the high counts for new experiences and the general praise for the destination imply that novelty is a key underlying factor.

4. Loyalty indicators as outcomes of memorable tourism experience

The loyalty behaviors manifest visitors' intention for creating affirmative reviews in social media, revisiting the same place in the future and recommending the place to relatives and friends. The majority of loyalty indices usually comprise three variables: global satisfaction, repurchase likelihood, and the probability of recommending the product to other people (Best, 2007; Chi & Qu, 2008). The following accounts back these claims.

These reviews consistently demonstrate strong loyalty indicators through repeated phrases of recommendation and an intent to return. The core sentiments expressed by visitors directly reflect two key metrics of customer loyalty: word-of-mouth promotion and repurchase intention.

It is reasonably apparent from the frequency of phrases like *"highly recommended"* and other variants, such as *"definitely recommend this place to*

our friends" and *"surely recommend this place,"* that people have a predilection for word-of-mouth marketing. This means the guests are not only satisfied but also willing to champion this homestay, thereby making a strong point about loyalty.

Moreover, intentions to come back run through the reviews in the form of statements such as *"looking forward to returning," "I will come back",* or *"we wish to come back"*, with a clear intent of returning. This is the closest measure of customer loyalty, expressed as a desire to return, and indicates that a memorable experience has created a strong, lasting bond between the customer and the homestay. These findings are similar to those of Vajpai and Pattanaik (2023), who found that positive revisit intention is highly associated with stay experience and money value.

This indicates that travelers with greater involvement and knowledge about local culture, residents' way of life and destination language derived through interactions with the host community are more likely to revisit in the future. Similarly, Clements and Josiam(1995) investigated the relationship between involvement and travel decision-making which revealed that tourists having better levels of involvement likely travel more repetitively than to those with minimal involvement. Tourists' loyalty behaviors suggest a sustainable experience in tourism that promotes profound, meaningful emotions and memories that can boost tourists' impact toward destination sustainability.

Visitors may have a firm intention to return to Batanes. Still, the travel profile data in Table 1 suggests that a significant proportion of visitors (72%) are first-time visitors, with only a few returning tourists (28%), indicating that a more substantial number of tourists do not repeat their visit. This contradiction arises from the fact that Batanes is perceived as a "bucket-list" destination. Traveling to the islands is expensive, and the journey itself contributes significantly to the overall cost. This makes it difficult for many visitors to return, both financially and logistically. As a result, wanting to return often feels more like a wish than a real plan.

5. Areas for improvement in homestays

Despite the overflowing positive reviews of visitors in the selected homestays, there are few accounts of minor issues brought up by their customers, which could be categorized under different themes, each supported by specific stories.

1) Facilities and Amenities

This theme examines the condition of the homestay, including reported deficiencies in the expected amenities, etc. A review of the property in 2016 does mention "*shower stall problem*," whereby the floor is "*cracked*" and "*the heater is not functioning*", which all point out the need for some maintenance. The absence of dine-in was another concern for most guests, as one also pointed out, "*they don't have a restaurant now... so you'll have to look for places to eat in town.*" Other narratives highlight additional inconveniences, such as a shortage of extra pillows, dim lighting, inconvenient socket outlets for gadget charging, and low water pressure in certain areas.

2) Service and Communication

This theme reflects a general deficiency in the harmonized application of procedures and communication by hosts. In 2018, guests expressed frustration at what they called "*poor practice*" after breakfast was not served on the last morning of their multiple-night stay; such practices need to be standardized. In 2020, a guest claimed to feel neglected, as he noticed that the hosts were "not available for most of the day" and was unsure whether this was normal or a distinct case. Such remarks indicate the necessity of improving hosts' availability and more devoted and explicit communication of rules and services.

3) Connectivity

While some guests may have found the lack of connectivity refreshing, for others, this was a significant problem. A 2016 review stated, "*no mobile network data either*," which some guests did not mind; however, for most people nowadays, this is a significant concern: the inability to get in touch over the

internet or share their experiences immediately after they happen. Other stories mention weak or non-existent Wi-Fi, particularly within private rooms, making it very difficult for travelers to stay connected.

6. Proposed Enhancement of the Service Delivery of Homestay in Batanes According to ASEAN Homestay Standard

The suggested interventions, as summarized in Table 5, explicitly focused on the areas in visitor reviews that could use improvement and sought to align Batanes homestays with the standardization set by ASEAN. Improvement in the quality of accommodation and facilities involved regular maintenance and an upgrade of necessary amenities, such as showers and dining facilities, so that guest comfort and convenience could be realized. The standardization of service and communication through training of the host provides a consistent professional experience; the creation of feedback systems could provide a solid indication of areas for concern. Substantiating the cultural expertise and implementing sustainable practices are essential to preserving the truly unique appeal of Batanes and fulfilling eco-conscious travel promises. The interventions, with the support of marketing unique attributes and seeking certification, are anticipated to increase client satisfaction, client loyalty, and the long-term competitiveness and viability of the homestay sector.

〈Table 5〉 Proposed Enhancement of Homestays in Batanes

Recommendation Theme	Key Actions
Improvement in Quality of Accommodation and Facility	- Continuously maintain and upgrade facilities (e.g., repairing cracked shower floors and malfunctioning heaters). - Ensure essential amenities are available and add on-site dining options
Improving Service and Communication	- Train hosts on standardized operating procedures for consistent customer service. - Provide clear communication channels and timely feedback to foster trust.
Authenticating	Share local culture through traditional food, craft activities, and cultural

Recommendation Theme	Key Actions
Cultural Experience	performances.
Sustainability and Environmental Management	• Implement eco-friendly practices like waste minimization, energy-efficient bulbs, and water conservation. • Encourage both staff and guests to adopt these practices.
Training and Capacity Building of Hosts	• Conduct periodic training on hospitality skills, cultural sensitivity, and guest relations. • Ensure hosts are knowledgeable about local attractions and provide personalized service.
Standard Meals and Food Services	• Ensure consistent meal times and food safety. • Include local delicacies to enhance cultural authenticity.
Establish Feedback Systems	• Implement feedback mechanisms for guests during and after their stay. • Regularly review feedback to pinpoint areas for improvement.
Marketing and Promoting Unique Attributes	• Differentiate homestays by highlighting unique local culture, the natural environment, and personalized services.
Compliance and Certification	• Aim for ASEAN Homestay Certification to build trust and increase visibility.

V. Conclusion and Recommendations

With the proliferation of homestay studies, extensive demographic analysis is significant to augment comparison, thus positioning the homestay market for sustainability. The proponents conclude that the cited attributes from the contents of guest reviews regarding homestays are primarily about what matters to them during their experience. Therefore, the identified characteristics from the analysis of online reviews can serve as confirmation for existing entries in the performance of homestay services. This work suggests the need for further empirical studies on memorable tourism experiences in homestays. Tourists increasingly desire to experience authentic destinations, and homestays are continuously developing as a preferred accommodation option for key markets. Homestay tourism is a niche form that capitalizes on nature, culture, and local customs, serving as an alternative tourism product to attract different market segments. Resultantly, it creates memorable tourism experiences that allow

visitors to observe, experience, and learn about the way of life of the residents in Batanes. Creating unique tourism experiences (MTEs) serves a significant function in shaping the competitiveness and sustainability of a destination, not only for commercial sectors but also for the environment. Therefore, the delivery of MEs is enormously crucial for tourism businesses, and to manage these experiences, companies must recognize which dimensions influence a ME.

Destination managers face the challenge of recognizing, accelerating, and sustaining memorable tourism experiences among visitors. These indications offer important propositions for researchers and practitioners. Initially, by exploring new methods to investigate customer interaction with tourist products, we aim to uncover the affective and sensory components that result in significant consumption outcomes, probe the individual impacts of anticipation, experience, and recollection, and examine the effectiveness of destination marketing practices and strategies. Homestay service providers need to consider online consumer reviews because they can gain better insights into the tourists' preapproval attributes of homestays, thus leading to more effective promotional activities and improvements in their services. Such an analysis of online reviews can serve as a proxy for assessing service performance by tourists. By considering this, homestay operators can implement measures to enhance their service and ensure their sustainability in the industry. The DMOs and homestay operators could also educate tourists on the characteristics of a sustainable destination that may not be immediately apparent or relevant to them, thereby raising more responsible awareness of sustainability and supporting tourists' sustainable attitudes and practices.

The study has the following significant contributions. Firstly, this work describes the demographic profile of home-stay tourists in Batanes. Secondly, this study identifies the critical attributes that tourists consider when availing themselves of home stay services. Thirdly, this research contributes to the area of the experience economy by measuring the extent to which visitors' experiences align with the MTE framework. Fourth, so what else makes this study relevant? That would be for home stay tourism businesses and their marketers, who are looking for ways to improve the memorability of their offers. Finally, the finding serves as an assessment tool to identify the strengths and

weaknesses of a business and enhance its competitiveness.

The study's findings have certain limitations that affect the generalizability of the results. Initially, no matter how rich the reviews are, they came from a single online review platform. Second, the proponents considered only comments relating to selected homestays in Batanes. Third, the proponents may have bias during the analysis of qualitative data. Finally, the researchers may have used words and sentences as per their understanding and vocabulary. Further studies of homestays in various tourist destinations can be replicated using the same approach, which involves gathering reviews from multiple websites. Similarly, the method can also be extended to conduct similar studies on other service sectors of the tourism and hospitality industry, including products and services, in both the Philippines and various global settings. Future studies may need to correlate review content with actual performance metrics, such as facility maintenance records, service delivery timelines, and customer satisfaction scores, to establish stronger links between perceived and actual service quality.

참고문헌

-
- Acharya, B. P., & Halpenny, E. A. (2013). Homestays as an alternative tourism product for sustainable community development: A case study of women-managed tourism product in rural Nepal. *Tourism Planning & Development*, 10(4), 367-387.
- Agag, G. M., & El-Masry, A. A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. *Journal of Travel Research*, 56(3), 347-369.
- Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, 58, 108-118.
- Agyeiwaah, E. (2013). Volunteer tourists' motivations for choosing homestay in the Kumasi Metropolis of Ghana. *African Journal of Hospitality and Tourism Leisure*, 2(3), 1-11.
- Alaimo, C., Kallinikos, J., & Valderrama-Venegas, E. (2020). Platform evolution: A study of TripAdvisor. In *Proceedings of the 53rd Hawaii International Conference on System Sciences (HICSS 2020)*.

- Albacete-Saez, C. A., Fuentes-Fuentes, M. M., & Lloréns-Montes, F. J. (2007). Service quality measurement in rural accommodation. *Annals of tourism Research*, 34(1), 45-65.
- Albaity, M., & Melhem, S. B. (2017). Novelty seeking, image, and loyalty—The mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism management perspectives*, 23, 30-37.
- Albayrak, T., & Caber, M. (2013). The symmetric and asymmetric influences of destination attributes on overall visitor satisfaction. *Current Issues in Tourism*, 16(2), 149-166.
- Anand, A., Chandan, P., & Singh, R. B. (2012). Homestays at Korzok: Supplementing rural livelihoods and supporting green tourism in the Indian Himalayas. *Mountain Research and Development*, 32(2), 126-136.
- Andrades, L., & Dimanche, F. (2014). Co-creation of experience value: a tourist behaviour approach. In *Creating experience value in tourism* (pp. 95-112). Wallingford UK: CAB International.
- ASEAN (2016). ASEAN Homestay Standard.
<https://www.asean.org/wp-content/uploads/2012/05/ASEAN-Homestay-Standard.pdf>.Retrieved August 5,2021
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286-294.
- Bellman, S., Johnson, E., Lohse, G., & Mandel, N. (2006). Designing marketplaces of the artificial with consumers in mind: Four approaches to understanding consumer behaviour in electronic environments. *Journal of Interactive Marketing*, 20(1), 21-33.
- Ben Liu, Q., & Karahanna, E. (2017). The Dark Side of Reviews: The Swaying Effects of Online Product Reviews on Attribute Preference Construction. *MIS Quarterly*, 41(2), 427-448.
- Best, R. J. (2007). *Marketing estratégico*. Spain:Pearson Educación
- Bose, J., & Biju, M. K. (2020). Accommodation preferences, memorable tourism experience and its outcomes—a comparative study on homestays vs other accommodation among tourists. *Test Engineering & Management*, 82, 13022-13035.

- Braun-LaTour, K. A., Grinley, M. J., & Loftus, E. F. (2006). Tourist memory distortion. *Journal of travel research*, 44(4), 360-367.
- Bryan, H. (1977). Leisure value systems and recreational specialization: The case of trout fishermen. *Journal of leisure research*, 9(3), 174-187.
- Bustamante, J. C., & Rubio, N. (2017). Measuring customer experience in physical retail environments. *Journal of Service Management*, 28(5), 884-913.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Carmichael, B. A., & McCLINCHEY, K. A. (2009). Exploring the importance of setting to the rural tourism experience for rural commercial home entrepreneurs and their guests. In *Commercial Homes in Tourism* (pp. 93-106). Routledge.
- Chandralal, L., & Valenzuela, F. R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181.
- Chandralal, L., & Valenzuela, F. R. (2015). Memorable tourism experiences; scale development. *Contemporary Management Research*, 11(3)
- Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904.
- Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management science*, 54(3), 477-491.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, 29(4), 624-636.
- Clements, C. J., & Josiam, B. (1995). Role of involvement in the travel decision. *Journal of Vacation Marketing*, 1(4), 337-348.
- Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084-1093.
- Cutler, S. (2015). Exploring the moments and memory of tourist experiences in Peru, PhD thesis, Wilfrid Laurier University, Waterloo.

- Dacles, D. D. M., Del Rosario, F. Y. G., & Maslang, K. L. (2018). The Homestay Phenomenon: Expedient Homes in the Majestic Cordillera Highlands. *World Journal of social Sciences and Humanities*, 4(3), 162-169.
- de Freitas Coelho, M., de Sevilha Gosling, M., & de Almeida, A. S. A. (2018). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, 37, 11-22.
- Erdil, O., & Kalkan, A. (2010). The impacts of globalization on service quality and innovation of firms in tourism sector in Antalya. In *Proceedings of 6th International Strategic Management Conference*, St. Petersburg-Russia.
- Fiore, A., Niehm, L., Oh, H., Jeong, M., & Hausafus, C. (2007). Experience economy strategies: Adding value to small rural businesses.
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of sustainable tourism*, 25(7), 869-883.
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience:: An overview of experience components that co-create value with the customer. *European management journal*, 25(5), 395-410.
- Getz, D., Robinson, R., Andersson, T., & Vujicic, S. (2014). *Foodies and food tourism*. Goodfellow Publishers Ltd.
- Gu, M., & Wong, P. P. (2006). Residents' perception of tourism impacts: A case study of homestay operators in Dachangshan Dao, North-East China. *Tourism Geographies*, 8(3), 253-273.
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277-1288.
- Hsu, S. L., & Lin, Y. M. (2011). Factors underlying college students' choice homestay accommodation while travelling. *World Transactions on Engineering and Technology Education*, 9(3), 196-202.
- Huang, J., & Hsu, C. H. (2010). The impact of customer-to-customer interaction on cruise experience and vacation satisfaction. *Journal of Travel Research*, 49(1), 79-92.
- Hung, K., & Petrick, J. F. (2011). Why do you cruise? Exploring the motivations for taking cruise holidays, and the construction of a cruising motivation scale. *Tourism Management*, 32(2), 386-393.
- Hwang, J., & Seo, S. (2016). A critical review of research on customer experience

- management: Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management*, 28(10), 2218-2246.
- Ismail, M. N. I., Hanafiah, M. H., Aminuddin, N., & Mustafa, N. (2016). Community-based homestay service quality, visitor satisfaction, and behavioral intention. *Procedia-Social and Behavioral Sciences*, 222, 398-405.
- Ismail, N. A. B. (2020). A comparison of how two homestays (Kampong Beng Homestay and Gopeng Homestay) safeguard traditional Malay food (TMF) as a means of promoting cultural-based food tourism in Perak, Malaysia, Master's thesis. Taylor's University.
- Jamaluddin, M. R., Hanafiah, M. H., & Zulkifly, M. I. (2013). Customer-based psychology branding. *Procedia-Social and Behavioral Sciences*, 105, 772-780.
- Jefferies, K., & Lepp, A. (2012). An investigation of extraordinary experiences. *Journal of Park & Recreation Administration*, 30(3).
- Kandampully, J. (2000). The impact of demand fluctuation on the quality of service: a tourism industry example. *Managing Service Quality: An International Journal*, 10(1), 10-19.
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. C. (2018). The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. *Journal of Travel & Tourism Marketing*, 35(2), 189-201.
- Kerstetter, D. L., Confer, J. J., & Graefe, A. R. (2001). An exploration of the specialization concept within the context of heritage tourism. *Journal of Travel Research*, 39(3), 267-274.
- Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical teacher*, 42(8), 846-854.
- Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780-796.
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism management*, 44, 34-45.
- Kim, J. H., & Jang, S. (2016). Memory retrieval of cultural event experiences: Examining internal and external influences. *Journal of Travel Research*, 55(3), 322-339.
- Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable

- tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323-335.
- Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel research*, 51(1), 12-25.
- Kim, K., Hallab, Z., & Kim, J. N. (2012). The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit. *Journal of Hospitality Marketing & Management*, 21(5), 486-505.
- Kladou, S., & Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination Marketing & Management*, 4(3), 187-193.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of tourism research*, 28(3), 784-807.
- Kulshreshtha, S., & Kulshrestha, R. (2019). The emerging importance of "homestays" in the Indian hospitality sector. *Worldwide Hospitality and Tourism Themes*, 11(4), 458-466.
- Lambert, V. A., & Lambert, C. E. (2012). Qualitative descriptive research: An acceptable design. *Pacific Rim international journal of nursing research*, 16(4), 255-256.
- LaTorre, E. (2011). Lifelong Learning Through Travel. *Delta Kappa Gamma Bulletin*, 78(1).
- Lee, J., & Beeler, C. (2009). An investigation of predictors of satisfaction and future intention: Links to motivation, involvement, and service quality in a local festival. *Event management*, 13(1), 17-29.
- Lehto, X. Y., O'leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of tourism research*, 31(4), 801-818.
- Lei, S., & Law, R. (2015). Content analysis of TripAdvisor reviews on restaurants: A case study of Macau. *Journal of tourism*, 16(1).
- Liu, L., Wu, B., Morrison, A. M., & Sia Juo Ling, R. (2015). Why dwell in a hutongtel? Tourist accommodation preferences and guest segmentation for Beijing hutongtels. *International Journal of Tourism Research*, 17(2), 171-184.
- Lončarić, D., Dlačić, J., & Perišić Prodan, M. (2018). What makes summer vacation experience memorable? An empirical study from Croatia. *Zbornik Veleučilišta u Rijeci*, 6(1), 67-80.

- MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence from Canada. *Annals of tourism research*, 30(2), 307-322.
- Mahdzar, M., Zaidi, N. & Shuib, A. (2016). MTEin Mulu National Park: Scale development, Paper presented at the 3rd International Hospitality and Tourism Conference, 12-16 October, Bandung
- Manthiou, A., Lee, S., Tang, L., & Chiang, L. (2014). The experience economy approach to festival marketing: Vivid memory and attendee loyalty. *Journal of Services Marketing*, 28(1), 22-35.
- Marschall, S. (2012). 'Personal memory tourism'and a wider exploration of the tourism— memory nexus. *Journal of Tourism and Cultural Change*, 10(4), 321-335.
- Marschall, S. (2015a). 'Travelling down memory lane': Personal memory as a generator of tourism. *Tourism Geographies*, 17(1), 36-53.
- Marschall, S. (2015b). Touring memories of the erased city: Memory, tourism and notions of 'home'. *Tourism Geographies*, 17(3), 332-349.
- Matzler, K., & Siller, H. J. (2003). Linking travel motivations with perceptions of destinations: The case of youth travelers in Alpine summer and winter tourism. *Tourism Review*, 58(4), 6-11.
- Meimand, S., Khalifah, Z., & Hakemi, H. (2013). Expectation and experience gap for Japanese travelers visiting Malaysian homestay, utilizing holiday satisfaction model. *Indian journal of science and technology*, 6(12), 5593-5599.
- Musa, G., Kayat, K., & Thirumoorthi, T. (2010). The experiential aspect of rural home-stay among Chinese and Malay students using diary method. *Tourism and Hospitality Research*, 10(1), 25-41.
- Narangajavana, K. Y., Callarisa, F. L. J., Tena, M. A. M., Artola, R. M. R., & Garcia, J. S. (2019). User-generated content sources in social media: A new approach to explore tourist satisfaction. *Journal of Travel Research*, 58(2), 253-265.
- Nazish, N. (2018). Five Reasons Why Travel Is Good For Your Mental Health. Forbes Magazine Website. Available online: <https://www.forbes.com/sites/nomanazish/2018/01/22/five-reasons-why-travel-is-good-for-your-mental-health>.
- Nickerson, N. P., Jorgenson, J., & Boley, B. B. (2016). Are sustainable tourists a higher spending market?. *Tourism management*, 54, 170-177.

- O'Connor, P. (2008). User-generated content and travel: A case study on Tripadvisor. com. In *Information and communication technologies in tourism 2008* (pp. 47-58). Springer, Vienna.
- Oh, H., Assaf, A. G., & Baloglu, S. (2016). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219.
- Ortony, A., Clore, G. L., & Collins, A. (1988). *The cognitive structure of emotions*. Cambridge university press.
- Othman, B. A., Harun, A. B., & Nazeer, S. (2018). Issues and challenges faced by Malaysian umrah travel agencies in providing excellent marketing mix services to umrah pilgrims. *The Journal of Social Sciences Research*, 611-618.
- Otto, J. E., & Ritchie, J. B. (1996). The service experience in tourism. *Tourism management*, 17(3), 165-174.
- Poon, W. C., & Lock-Teng Low, K. (2005). Are travellers satisfied with Malaysian hotels?. *International Journal of Contemporary Hospitality Management*, 17(3), 217-227.
- Puri, A. (2007). The web of insights: The art and practice of webnography. *International Journal of Market Research*, 49(3), 387-408.
- Quadri-Felitti, D. L., & Fiore, A. M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1), 47-62.
- Resurrection, R. (2023, June 23). Batanes in UN network of sustainable tourism list. IKOT.PH.
<https://www.ikot.ph/batanes-in-un-network-of-sustainable-tourism-list/>
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Robinson, R. N., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of tourism research*, 39(2), 571-600.
- Roseman, I. J. (1996). Appraisal determinants of emotions: Constructing a more accurate and comprehensive theory. *Cognition & Emotion*, 10(3), 241-278.
- Savolainen, R. (2015). The interplay of affective and cognitive factors in information seeking and use: Comparing Kuhlthau's and Nahl's models. *Journal of Documentation*, 71(1), 175-197.
- Scherer, K. R. (1993). Studying the emotion-antecedent appraisal process: An expert system approach. *Cognition & Emotion*, 7(3-4), 325-355.

- Sharples, R., & Pearce, T. (2007). Tourism, marketing and sustainable development in the English national parks: The role of national park authorities. *Journal of Sustainable Tourism*, 15(5), 557-573.
- Skavronskaya, L., Moyle, B., & Scott, N. (2020). The experience of novelty and the novelty of experience. *Frontiers in Psychology*, 11, 322.
- Sthapit, E. (2018). A netnographic examination of tourists' memorable hotel experiences. *Anatolia*, 29(1), 108-128.
- Stone, M. J., & Petrick, J. F. (2013). The educational benefits of travel experiences: A literature review. *Journal of Travel Research*, 52(6), 731-744.
- Thapa, B., Anicar, D. M., & Malini, D. H. (2018). Unraveling Tourists' Preferred Homestay Attributes from online reviews: a sentiment analysis approach. *International Journal of Pure and Applied Mathematics*, 119(15).
- UNEP. (2025, April 4). Batanes Protected Area Act of 2000 (Republic Act No. 8991). UNEP Law and Environment Assistance Platform. <https://leap.unep.org/en/countries/ph/national-legislation/batanes-protected-area-act-2000-republic-act-no-8991>
- UNWTO (2011). Tourist Safety and Security: Practical Measures for Destination. <https://www.unwto.org/archive/global/publication/tourist-safety-and-security-practical-measures-destinations>. Retrieved August 5, 2021.
- Vajpai, G. N., & Pattanaik, D. (2023). They will revisit your homestay: Text analysis of on-line reviews of homestay accommodation in Uttarakhand, India. In *2nd Global Conference on Hospitality, Tourism and Sports Management (GCHTSM-2023)*. APIAR.
- Voon, B. H., Jee, T. W., Joseph, C., Hamzah, M. I., Jussem, P. M., & Teo, A. K. (2022). Homestay service experience for tourist satisfaction and sustainability amidst Covid-19 challenges. *International Journal of Business and Society*, 23, 1127-1146.
- Wang, R., Hao, J. X., Law, R., & Wang, J. (2019). Examining destination images from travel blogs: A big data analytical approach using latent dirichlet allocation. *Asia Pacific Journal of Tourism Research*, 24(11), 1092-1107.
- Wei, C., Zhao, W., Zhang, C., & Huang, K. (2019). Psychological factors affecting memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, 24(7), 619-632.
- Won Jeong, S., Fiore, A. M., Niehm, L. S., & Lorenz, F. O. (2009). The role of

experiential value in online shopping: The impacts of product presentation on consumer responses towards an apparel web site. *Internet Research*, 19(1), 105-124.

Yeoman, I., & McMahon-Beatte, U. (2016). The future of food tourism. *Journal of Tourism Futures*, 2(1), 95-98.

Zhang, Z., Zhang, Z., & Yang, Y. (2016). The power of expert identity: How website-recognised expert reviews influence travelers' online rating behavior. *Tourism Management*, 55, 15-24.

Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133-148.

2025년 7월 22일 원고 접수

2025년 8월 25일 수정본 접수

2025년 8월 26일 최종 수정본 접수 및 게재확정

3인 익명심사 필