

IMPACT OF HOSTPRENEURS' CHALLENGES ON TOURIST LOYALTY MEDIATED THROUGH TOURIST SATISFACTION

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Abstract: Homestay is becoming popular among tourists as an alternative tourism product which gives more authentic experiences of the local culture of the visiting country. It is a form of tourism that is closely related to the nature, culture, customs and traditions of the local community. Homestay is considered as an alternative strategy to improve the socio-economic conditions of rural areas. Therefore, this paper explores the effect of the challenges of hostpreneurs on tourist satisfaction and loyalty in homestays and the mediating impact of tourist satisfaction. The questions in the form of a questionnaire survey were used to collect the data from the participants using a purposive sampling method and were analysed by exploratory factor analysis, confirmatory factor analysis and structural equation modelling. The research provides useful information to tourism stakeholders, policymakers, and homestay operators. The negative impact of hostpreneur challenges may be reduced by offering better service quality, training, infrastructure and policy support to enhance the satisfaction of the tourists and build loyalty. The results also underscore the necessity to use focused interventions that can lead to capacity-building programs, improved institutional support, and strategic marketing to empower the homestay sector and enhance sustainable development of tourism. The research can provide practical recommendations to the tourism stakeholders on how they can better understand the tourist behaviour and help to improve homestay services, to boost the local economies as well as to promote the development of entrepreneurship by means of creating better policies with regards to the characteristics of the entrepreneurs, training and education programmes in the future. This study adds value to the tourism and entrepreneurship literature by incorporating hostpreneur challenges into the framework of satisfaction-loyalty. It gives empirical evidence of the complete mediating effect of tourist satisfaction in homestay situations, which is a gap in the current studies. It adds value to the study of the impact of micro-level entrepreneurial constraints in determining the outcomes of tourist behaviour and provides a new approach to academic study and practice.

Keywords: hostpreneurs issues, tourist satisfaction, tourist loyalty, exploratory factor analysis, confirmatory factor analysis, structural equation modelling

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INTRODUCTION

Sustainable tourism growth requires tourist loyalty especially in niche tourism like homestay and small-scale hospitality operators. Tourist loyalty is the potential of recurrent visits and favorable word of the mouth that a destination or service provider receives over time (Wahyuningsih et al., 2025). In the ever-hectic global tourism sector, destinations and individual providers need to learn about the antecedents of loyalty and the functions played by tourist satisfaction and hostpreneur crisis. Satisfaction among tourists has been seen as a prime predictor of loyalty in several pieces of empirical research (Osman et al., 2023; Hussain et al., 2023), which provides a good indication that satisfaction not only elaborates the positive attitudinal response but the behavioural loyalty as well, such as returning to that service and recommending it to others.

The niche of tourism accommodation is being occupied by hostpreneurs or entrepreneurial hosts who run their own accommodation business, such as homestays, B & Bs, and boutique lodgings. Their duality as local ambassadors and service providers can be of great influence on the tourism experience. It is proposed that tourism businesses experience both internal and external problems, including resource limitations, service quality maximisation, competitive pressure in the market, and sustainability demands (Zhou & Ramli, 2025; Kipinski, 2026). These challenges may determine the

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quality of the way hostpreneurs provide services and engage with the tourists, hence, the experiences and satisfaction of tourists. Nonetheless, whereas the literature on entrepreneurship in the general hospitality industry has grown (Kipinski, 2026), the particular role of hostpreneur issues on tourist outcomes has not been well researched, especially in the context of homestay and other small-scale tourism organizations. Tourist satisfaction is the subjective measure of tourism experience in terms of expectations and perceived performance (Hultman et al., 2015).

Loyalty has been experimentally associated with satisfaction in different tourism contexts, including destination tourism or homestay accommodation (Osman et al., 2023; Hussain et al., 2023). As an illustration, perceptions of service quality, safety, and value are key drivers of the degree of satisfaction in tourists during the homestay setting that, in turn determine loyalty behaviour like revisiting intentions and referring others to the service (Osman et al., 2023).

Likewise, findings in research in the resort and hospitality industry have shown that service attributes determine the level of satisfaction that, in its turn, has a direct impact on loyalty intentions (Hussain et al., 2023). The results can be supported by the more general literature on tourism categorization as the mediator that is considered to explain the relationship between variables regarding experiences and the attainment of loyalty (Hultman et al., 2015). Nevertheless, research that is taking shape also points to contextual differences in such relationships. An example here is that, in rural and homestay tourism, physical environment, the quality of host interaction and cultural immersion are shown to impact differently on how tourists perceive and are satisfied compared to regular mass tourism. These overtones indicate that the dynamics of satisfaction and loyalty can vary in cases where tourists engage with hostpreneurs, who are representatives of local culture and social capital. In fact, in addition to conventional service quality dimensions, hostpreneur issues like operational bandwidth, low professional training, and trade-offs between commercial and cultural authenticity can have an influence on the tourist experience that might not be completely represented by the conventional models of service quality. Although hostpreneurs have been emphasized in developing tourism experiences, limited literature has directly focused on the issue or the challenges they encounter and how they influence the satisfaction and subsequent loyalty behaviour of the tourists.

The current literature on the homestay entrepreneurship models tends to consider service marketing mix, image, and satisfaction, and demonstrates that the image of the tourism and service quality has an indirect impact on the loyalty, as mediated by the tourist satisfaction (Muangmee et al., 2023). Nevertheless, the literature does not include specific studies of the problems affecting hostpreneur issues capacity constraints and quality assurance, cultural negotiation and constraints in resources and their impact on whether these challenges will reduce or support positive tourist experience. Taking into consideration this gap, the current study seeks to find the effects of the issues of hostpreneurs on the tourist satisfaction and loyalty, and the role of tourist satisfaction as a mediator between the challenges and loyalty of the hostpreneurs.

This research can help advance the theory and practice of tourism in terms of scholarship and industry stakeholders by applying the entrepreneurship issues to existing satisfaction-loyalty paradigms. The results will enrich the existing knowledge on how realities at the host level influence the subjective assessments and loyalty intentions of tourists, which will have an implication on the training, policymaking, and strategic planning of the hostpreneurs and destination marketers.

The multidimensional challenges encountered by hostpreneurs who run homestay and small-scale accommodation businesses affect their business sustainability and performance of service delivery. One of the biggest problems in any setting is economic and financial limitation. Unexpected income, inaccessibility to formal credit, and the inability to invest in infrastructural improvements are frequent among homestay owners and limit their opportunities to offer services that are of high quality and keep them competitive (Joshi & Bahuguna, 2023; Khan et al., 2024). These fiscal disabilities are more so in the rural and semi urban tourism contexts where tourism demand is seasonal, and access to the markets is low.

Hostpreneur operations are also made more complicated by the institutional and policy-related challenges. Research indicates that difficulties in formalising business and developing it are caused by bureaucratic processes, lack of clarity in a policy, and the inadequate assistance of the government or the tourism boards (Joshi & Bahuguna, 2023; Kafle, 2023). The growth and professionalisation of homestays in Nepal cannot expand due to vague tourist policy and poor institutional coordination (Kafle, 2023). Equally, studies in Malaysia illustrate the problems of structural sustainability, where homestay owners are unable to reconcile social, environmental and economic demands without institutional support (Khan et al., 2024).

The lack of training and skill development is a general limitation. Hostpreneurs lack formal training on hotel management, online marketing and serving their customers and this lack of training leads to poor service delivery (Meunchong, 2023). The language knowledge and low English level mean that hosts will be less active in interacting with international tourists and improving the experiences of visitors (Bütün & Öncel, 2025). Hostpreneurs also experience competition challenges and lack of infrastructure operationally. The lack of proper transport infrastructure, facilities, and commercial competition with hotels and online services pose threats to the homestay visibility and the market position (Kafle, 2023; Joshi & Bahuguna, 2023). All these financial, institutional, capability-related, and infrastructural barriers constrain the performance of hostpreneurs, as well as can influence tourist perceptions and satisfaction indirectly.

Tourist satisfaction is a construct focusing on tourism studies that embody the general assessment of the tourism experience as per what tourists expect and what is delivered in accordance to the comparison of both. The theory of expectancy discontinuity instills in satisfaction when the tourism services match or even exceed the original expectations (Hultman et al., 2015). Perceived quality of service in hospitals and destinations, as well as value per money and the experiential benefit in terms of authenticity and emotions has consistently been associated with satisfaction.

Empirical evidence indicates that service quality is also among the greatest predictors of tourist satisfaction. Such dimensions as reliability, responsiveness, assurance, and empathy influence the perception of the visitors of their stay considerably (Hussain et al., 2023). In accommodation facilities, the factors of cleanliness, comfort and safety and host guest interaction are the most decisive ones. Homestay tourism studies also indicate that its perceptions of the local culture,

hospitality, and individual experience have a significant role in satisfying customers (Osman et al., 2023). A mediator between attributes of service and satisfaction is also perceived value. When the tourists feel more benefits than costs, that is, monetary, time, energy and effort, they declare higher satisfaction levels (Vargová Dzurov & Matušíková, 2025). Happiness and emotional reasons are also becoming considered and it has been found that the memorable experience and positive affect actually boost overall satisfaction over and above functional service provision (Hultman et al., 2015).

Tourist satisfaction is not only a strategic performance variable of tourism providers, but it constitutes an outcome variable as well. An increase in satisfaction results in good behavioural intentions, such as revisit intention and promotion by word-of-mouth, which help in sustaining competitiveness in the long-term (Hussain et al., 2023). Therefore, knowledge about determinants of tourist satisfaction is still a crucial factor in development of tourism sustainably.

Loyalty by tourists is a largely recognised attribute of destination long term sustainability and competitiveness. It is the desire of tourists to visit a facilitation or hotel again, along with telling others about it to others through positive word-of-mouth (Hultman et al., 2015). Loyalty is of utmost ability attitudinal (positive attitudes and emotional attachment) and behavioural (returning to the same hospital and referring friends and family). Acquisition of new tourists (tourists) is usually more expensive than loyalty which makes the loyalty a strategic outcome variable in terms of tourism research.

As it has proved through empirical research, tourist satisfaction is an initial antecedent of loyalty. The perception that the expectations have been met or surpassed also means that tourists will have a better likelihood of developing positive attitudes and returning with intentions when they do this (Hussain et al., 2023). Resort and hospitality research indicates that service quality has an indirect impact on loyalty via satisfaction, which supports the mediation effect of satisfaction in service-loyalty association (Hussain et al., 2023). This is the same case in homestay tourism; destination image and perceived value have a very strong influence on loyalty, and satisfaction is a significant intervening variable (Osman et al., 2023).

Emotional attachment and recognition with the host or destination also enhance the intentions to stay loyal besides satisfaction (Hultman et al., 2015). Emotional attachment by better host-guest interaction and genuine cultural experience can actually be promoted in small-scale accommodation, e.g. homestays, which will help strengthen loyalty behaviour. As a result, tourist loyalty can be considered as a multidimensional construct where cognitive considerations, affectionate feelings, and experiences play a role. Knowledge on the causes of tourist loyalty is crucial to tourism entrepreneurs and hostpreneurs who aim at attaining sustainable competitive advantage via repeat visitation and positive advocacy.

The objectives of the study are as follows:

- To study the impact of hostpreneurs' challenges on tourist satisfaction and tourist loyalty.
- To examine the mediating role of tourist satisfaction between hostpreneurs' challenges and tourist loyalty.

A thorough analysis of the literature has revealed several factors that affect tourist loyalty. The study primarily suggested hostpreneurs' challenges and tourist satisfaction as influencing factors on tourist loyalty toward a homestay destination. To better understand the challenges faced by hostpreneurs, they are categorised into internal and external challenges. It is hypothesised that these challenges have both direct and indirect impacts on visitor loyalty through satisfaction. Figure 1 displays the conceptual model.

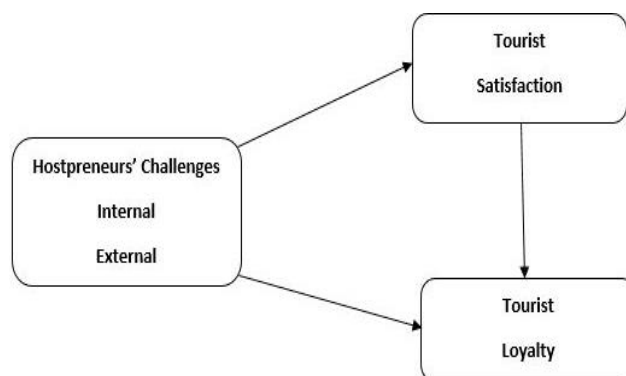


Figure 1. Conceptual Model

The following hypotheses are put out in light of the theoretical foundation and the ensuing conceptual model:

H1: Hostpreneurs' Challenges have a positive impact on tourist satisfaction.

H2: Hostpreneurs' Challenges have a positive impact on tourist loyalty.

H3: Tourist satisfaction mediates the effect of hostpreneurs' challenges on tourist loyalty.

H4: Tourist satisfaction has a positive impact on tourist loyalty.

MATERIALS AND METHODS

Data were collected using a structured questionnaire designed to measure all constructs in the proposed model: internal challenges, external challenges, tourist satisfaction, and tourist loyalty. The instrument consisted of 13 items operationalising four latent variables. The construct hostpreneurs' challenges was measured using six items that captured both internal (e.g., financial limitations, skill gaps, operational constraints) and external (e.g., regulatory issues, market competition, infrastructure deficiencies) challenges. These items were adapted from recent studies on homestay entrepreneurship and constraints in small-scale tourism businesses, which emphasise financial barriers, limited

institutional support, and capability deficits as key host-level s (Joshi & Bahuguna, 2023; Khan et al., 2024; Kafle, 2023). Items were modified to reflect the contextual realities of hostpreneur-led accommodations. The second construct was tourist satisfaction measured by four items based on the modern literature of tourism satisfaction emphasizing on the perceived quality of the service, experiential value, and overall rating of the stay (Hultman et al., 2015; Hussain et al., 2023). The slight word changes were introduced depending on the homestay environment and conceptual stability was maintained. Five items (revisit intention, recommendation behaviour, and positive word of mouth) were operationalised to form tourist loyalty. These interventions are in accordance with recent destination and hospitality loyalty schemes that theorise loyalty as both but not limited to attitudinal and behavioural (Hultman et al., 2015; Osman et al., 2023). Along with the adapted statements, a couple of context-specific statements were created to help increase the level of relevance of the respondents without changing the theoretical framework. A five point Likert scale that was used to assess all the items to indicate strongly agree (1 = strongly agree), strongly disagree (4 = strongly disagree) was comparable and most suited in tourism behaviour research studies as a reliable measure of tourism behaviour.

Sampling and data collection

The questionnaire was used on the final questionnaire to the tourists who have stayed or were in the process of staying at selected homestays. The absence of any available and inclusive sampling frame of homestay tourists meant the adoption of a purposive sampling method in order to filter the suitable respondents possessing experience in the service environment.

Non-probability sampling methods and especially the purposive sampling methodology have been widespread in tourism studies when full lists of visitors are not available and the respondents are required to satisfy certain experience requirements (Etikan et al., 2016). The method is commonly applied in the tourist satisfaction and loyalty literature, principally in small, rural accommodation, contexts. The determination of sample size was based on suggestions related to structural equation modelling (SEM). The existing methodology sources propose that the suitable sample size must depend on the complexity of the model, indicators quantity, and statistical power. One of the rules that are widely implemented states that there should be a minimum number of 10 respondents per estimated parameter or item (Hair et al., 2019; Kline, 2016). Since the questionnaire had 13 measuring items, a sample population of 130 was considered sufficient. To improve the level of statistical power and extrapolation, however, a much larger sample was aimed at. The required questionnaires were, therefore, dispersed to 510 qualified tourists. Out of them, 416 were successfully recalls and it gave a raw response rate, which was about 82 percent.

Once the responses had been screened due to incompleteness or inadequacy, ten questionnaires were filtered out. The total sample of usable questionnaires was 394 which resulted in the effective response rate of about 77%. This is a large enough sample to meet required limits in terms of SEM-based analysis and provide adequate statistical power to test a hypothesis.

Table 1. Characteristics of Sample (Own sourcing)

	Profile	No. of Respondents	Percentage
Gender	Male	212	53.81
	Female	182	46.19
Age Group	18-24 years	112	28.43
	25-31 years	147	37.31
	32-38 years	93	23.60
	>38 years	42	10.66
Level of Education	Undergraduate	223	56.60
	Postgraduate and more	171	43.40
Type of Visit	First time visit	257	65.23
	Repeated visit	137	34.77

RESULTS

Demographic Characteristics of the Sample

As per Table 1, 53.81 percent of the respondents were males and 46.19 percent were females. The age of the majority of respondents fell in the 25-31 years' bracket (37.31), followed by 28.43 and 23.60 percent in the 18- 24 and 32-38 years age bracket respectively. A small fraction of the respondents (10.66) consisted of those who are above 38 years but 56.60% constitute the majority of those who were undergraduates and 43.40% were postgraduates or above. Most of the respondents (69.29) had already been staying in the homestay between 1-3 nights or 21.07 stayed between 4-6 nights and 9.64 stayed over 6 nights. It was established that the majority of the tourists (65.23) made their first visit with 34.77% making a repeat visit. Figure 2 displays this demographical information in graphical form.

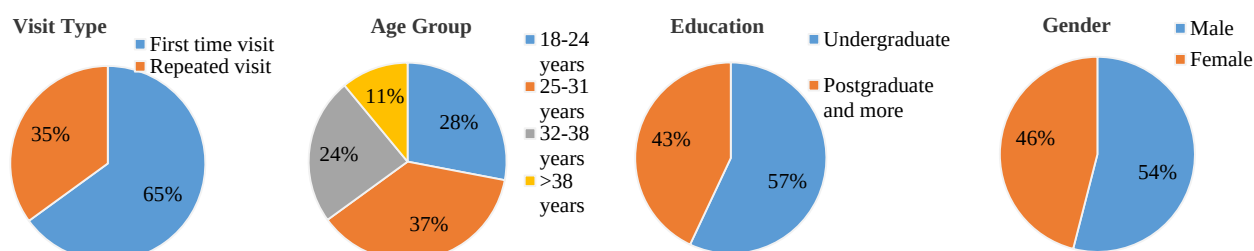


Figure 2. Demographic Characteristics of the Sample

Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was used to determine the dimensional structure of the constructs of tourism constraint. EFA is a commonly used form of data reduction method to demonstrate underlying structure elements of factors between observed variables, along with testing the construct validity of measurements scales (Hair et al., 2019). The Principal Component Analysis (PCA) with Varimax rotation was used in this work in order to obtain a clearer structure of the factors by concentrating on the maximisation of the variances of the loadings between components.

Factors were extracted according to the Kaiser criterion, keeping the factors whose eigenvalues were more than 1.0 (Field, 2018). In line with suggested procedures of purifying scales, any items that had factor loading less than 0.60 were dropped so as to guarantee convergent valence and robust item-factor relationship (Hair et al., 2019). The EFA outcome provided a four-factor scale and all the retained items loaded significantly on their corresponding scales that supports the validity of the construct of measurement model. Nonetheless, item TL3 was dropped because it had a low factor loading (< 0.60) [I will recommend others to stay in the homestay, item TL3].

The four components that were extracted were statistically significant and they collectively described 73.8 percent of the total variance, which is more than the acceptable level in social science research studies. The Kaiser-Meyer-Olkin (KMO) measure was used to check the sampling adequacy, which gave a result of 0.781 which is good sampling adequacy. Moreover, the Test of Sphericity provided by Bartlett was also significant ($\chi^2 = 3076.218$, $df = 78$, $p = 0.001$), which means that the correlation matrix could be used in factor analysis (Field, 2018). Tables 2 show the rotated component matrix, eigenvalues, and the amount of variance explained by each factor.

Table 2. Rotated Component Matrix (Source: SPSS)

Items	Component			
	Tourist Satisfaction	Internal Challenges	Tourist Loyalty	External Challenges
I am satisfied with the homestay.	.884			
I am satisfied with the arrangements and facilities provided by the homestay.	.867			
I have enjoyed myself in the homestay.	.866			
The accommodation prices are quite satisfactory.	.816			
The homestay lacks skilled human resource.		.920		
The homestay has poor infrastructure.		.896		
The homestay lacks marketing and promotion.		.848		
I will encourage other to visit homestay.			.967	
I will consider revisiting homestay.			.960	
The homestay lacks of legal regulation.				.868
There is poor coordination among different tourism participants.				.847
I am less aware about the homestay.				.741
Eigenvalue	2.990	2.736	2.140	1.743
Cumulative percentage of Variance	23	44.04	60.50	73.91
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) has been applied to estimate several different indicators of validity and estimate the fit of the measurement model. These fitness measures which squared the degree of freedom ($1/2df$), comparative fit index (CFI), goodness of fit index (GFI), root mean residual (RMR) and root mean square error of approximation (RMSEA). The threshold values of 0.9 or older of CFI and GFI, 0.08 or less of RMR and RMSEA and 5 or less of $1/2df$ suggested that the measurement model had a good fit. The maximum likelihood estimation (MLE) approach was used to design and execute the measurement model. Items having loadings below 0.70 were eliminated after an evaluation of the item loadings. The model fit indices were $\chi^2/df = 2.893$, CFI = 0.91, GFI = 0.89, RMR = 0.06, and RMSEA = 0.06. These model fit indices show how well the data fit the measurement model.

Table 3 shows the relationships between latent constructs and their measurable observed indicators.

Table 3. Measurement Model (Source: SmartPLS) (*All the paths are significant at $p < 0.05$)

Dimensions	CFA Loading	Critical Ratio	Average Variance Extracted	Composite Reliability
Internal Challenges			0.74	0.92
The homestay has poor infrastructure.	.874	18.96*		
The homestay lacks skilled human resource.	.918	19.04*		
The homestay lacks marketing and promotion.	.890	18.98*		
External Challenges			0.79	0.92
The homestay lacks of legal regulation.	.879	18.75*		
There is poor coordination among different tourism participants.	.852	18.63*		
I am less aware about the homestay.	.740	15.23*		
Tourist Satisfaction			0.72	0.88
I am satisfied with the homestay.	.898	19.45*		

I have enjoyed myself in the homestay.	.845	19.22*		
The accommodation prices are quite satisfactory.	.759	16.47*		
I am satisfied with the arrangements and facilities provided by the homestay.	.908	19.48*		
Tourist Loyalty			0.67	0.86
I will consider revisiting homestay.	.886	18.58*		
I will encourage other to visit homestay.	.900	19.22*		
I will recommend other to stay in homestay.	0.715	15.82*		
Hostpreneurs' Challenges			0.61	0.75
Internal Challenges	0.842	18.22*		
External Challenges	0.709	15.57*		

Hypotheses Testing and Structural Equation Model Results

A Structural Equation Model (SEM) was used to evaluate the data and test the proposed hypotheses. The structural model in Figure 3 demonstrates that the model fit indices, CMIN/DF=2.94, GFI=0.92, CFI=0.94, RMR=0.06, and RMSEA=0.05, are all within the acceptable range. Standard regression weights, the critical ratio, and the degree of significance were examined to test the hypotheses.

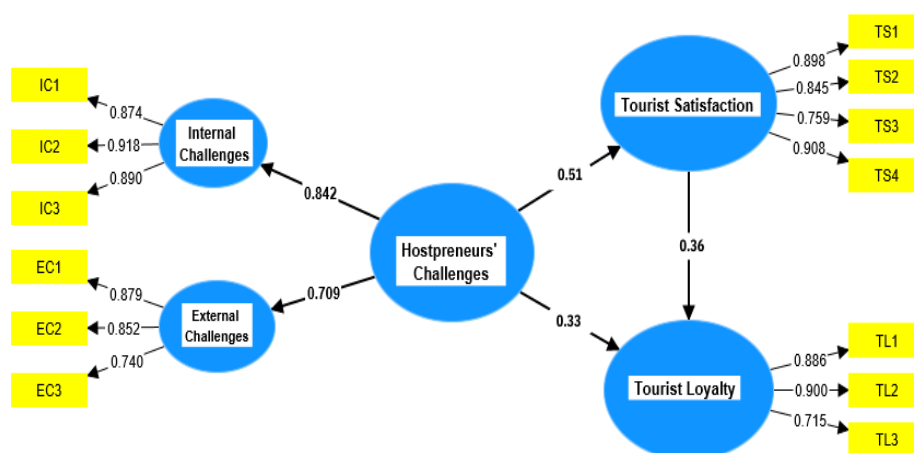


Figure 3. Structural Equation Model (Source: SmartPLS)

Table 4 displays the standard regression weights and the critical ratio. The hypothesis that the *hostpreneurs' challenges* have a positive effect on tourist satisfaction is supported by the relationship between the two variables, which has a standardised regression weight of 0.51 and a t-statistic of 10.11, significant at 0.01. The H2 that *hostpreneurs' challenges* have a positive impact on tourist loyalty is supported by the path from hostpreneurs' challenges to tourist loyalty, which has a standard regression weight of 0.33 and a critical ratio of 6.23 with significance at 0.01. The H4 that *tourist satisfaction* has a positive impact on tourist loyalty is supported by the path from tourist satisfaction to tourist loyalty having a standardised regression weight of 0.36 and a critical ratio of 6.32, significant at 0.01.

Table 4. Result of Structural Equation Model (Source: SmartPLS)

Paths	Standard Estimates	Critical Ratio	Decision
Hostpreneurs' Challenges → Tourist Loyalty	0.33	6.23*	H2 Supported
Tourist Satisfaction → Tourist Loyalty	0.36	6.32*	H4 Supported
Hostpreneurs' Challenges → Tourist Satisfaction	0.51	9.94*	H1 Supported

Hypothesis H3 was examined using a mediation analysis with bias-corrected bootstrap procedures to estimate standardised direct, indirect, and total effects. Bootstrapping is recommended in structural equation modelling because it does not assume normality of the sampling distribution and provides more robust confidence intervals for indirect effects (Hair et al., 2019; Hayes, 2018). A 95% confidence interval (CI) was generated based on resampling to assess the statistical significance of the mediation paths. The results presented in Table 5 indicate significant relationships between hostpreneurs' challenges and tourist satisfaction, and between tourist satisfaction and tourist loyalty, through both direct and indirect paths. The indirect effect of hostpreneurs' challenges on tourist loyalty via tourist satisfaction was statistically significant, and the confidence interval did not include zero, confirming mediation. Furthermore, the proportion of the indirect effect relative to the total effect exceeded 50%, indicating that a substantial part of the influence operates through the mediator.

Significantly, considering tourist satisfaction as part of the model, the impacts of hostpreneurs challenges on tourist loyalty turned out to be insignificant, which show complete (full) mediation (Kline, 2016). It indicates that the effect of operational and environmental issues of hostpreneurs does not directly influence loyalty behaviours but it has an impact on customer satisfaction, thereby affecting the customers, who, in turn, develop their loyalty intentions.

As such, the results can support H3 strongly, which ascertains that the correlation between the challenges that hostpreneurs face and tourist loyalty is completely mediated by the tourist satisfaction.

Table 5. Mediation Results (Source: SmartPLS)

Relations	Direct Effect Estimate	Indirect Effect Estimate	Total Effect Estimate	Result
HC → TS → TL	0.33	0.49	0.82	Full Mediation

DISCUSSION

The analysis establishes that the struggles of hostpreneurs can be partially broken down into internal and external aspects, and that internal struggles have a greater weighted contribution to the general hostpreneur limitations. Intrinsic issues like a poor infrastructure, lack of professional human resource and marketing power have direct impact on the core services delivery- a trend that is closely related to the current studies depicting that the organisational quality of operation and the personalisation of service channels have significant effects on visitor satisfaction in the context of homestays (Dar et al., 2024). On the other hand, environmental and market forces that indirectly influence service experiences, including regulatory complexity, poor stakeholder co-ordination, low awareness of homestays, etc. are issues affecting the tourism industry.

These findings also suggest a high level of empirical evidence on why hostpreneur challenges positively influence tourist satisfaction, which was also in line with the research findings that accommodation quality and host contact have a strong influence on satisfaction in homestay tourism (Dar et al., 2024; Osman et al., 2023).

The satisfaction of tourists is identified, in its turn, as a strong predictor of tourist loyalty, which is in line with a body of literature that suggests that satisfied tourists have higher chances of expressing intentions to revisit and recommend accommodation and destinations (Osman et al., 2023; Dhankhar et al., 2025). In particular, it has been demonstrated that by improving the quality of accommodation and exceeding the anticipations of the experiential tourism, the satisfaction and further loyalty behaviour in the tourist were positively influenced (Dhankhar et al., 2025).

Notably, this report establishes that tourist satisfaction is a complete mediator of the explanatory relationship between the predicaments associated with hostpreneurs and tourist loyalty. It implies that the effects of hostpreneur on loyalty occur via the satisfaction pathway and not via a direct influence of their operational and contextual challenges. The results of this study align with the studies carried out in the context of homestay and hospitality, indicating that satisfaction is an important mediator between service attributes and the loyalty results (Osman et al., 2023; Dhankhar et al., 2025).

Practically, despite any challenge being faced, satisfaction can be better attained by either delivering better service or experiencing, which can maintain or even increase their loyalty intentions. The research provides a number of practical lessons to the homestay managers and tourism professionals. The proposed model could help destination marketers to design marketing campaigns that would enhance the number of tourists who visit the area and promote the homestays by word of mouth. Planning and promotion particularly word of mouth has a great influence on making tourists visit homestays. Tourist satisfaction is critical towards strengthening loyalty.

The homestays operators are required to learn and fulfil the needs of the tourists by ensuring that the level of service is satisfactory. This means that different practices and strategies must be adopted to ensure that customer satisfaction is enhanced, which will eventually translate into re-business by tourists.

The sample of the study was chosen by the nonprobability method (purposive) sampling technique, and this may have created a bias on the researchers side due to the absence of a sampling frame. To provide more effective and reliable outcomes, a random sampling method can be used by future scholars.

More studies have to be made in order to realize how challenges of hostpreneurs and tourist loyalty are influenced by the political, economic, and social contexts. Thus, in the future, researchers will need to incorporate additional variables in the proposed research framework to increase the predictive ability. This study can be developed further in future to include the use of probability sampling to improve the generalisability of the study to different tourism environments.

Regional, country and type of homestay comparative studies can bring more insights on contextual differences. Longitudinal studies can help to record the dynamics of tourist satisfaction and loyalty.

Furthermore, the variables like the use of digital platforms, cultural authenticity, sustainability practices, and the host-guest interaction can be added to the model to make it more comprehensive. Mixed-method techniques can also delve into behavioural subtleties. The impact of policy interventions and technological adoption to hostpreneur challenges and the strengthening of sustainable homestay tourism ecosystems can also be investigated in future studies.

CONCLUSION

To scholars and those working in the tourist industry, the challenges of hostpreneurs, satisfaction, and loyalty of tourists as well as the interactions among them have been interesting subjects of research. Although numerous works have been done regarding this area, the complexity of hostpreneurs problems and differences in studies contributes to the fact that it is difficult to identify a direct relationship between the variables. Against this, the research aimed at offering a more substantive base on which the loyalty of tourism and its triggers can be comprehended.

The conditions of the study were multifaceted challenges of hostpreneurs, tourist satisfaction and tourist loyalty. Both the difficulties of the hostpreneurs and the satisfaction of the tourists play an important role in determining tourist loyalty. The challenges of hostpreneurs are less considerable in influencing the guest satisfaction, but visitor loyalty is more well affected by the visitor satisfaction compared to the hostpreneurs challenges.

The issues faced by the hostpreneurs do not influence the tourist loyalty so strongly in the short term when tourist satisfaction is high because it is a complete mediator of the effect.

The research contributes to the field of consumer behaviour as well as the theory of tourism by proving that the proposed model can be applied to a sample group of tourists. Established is the fact that the predicaments of hostpreneurs

are complex involving both internal and external elements. Whereas previous literature acknowledged the multipolar nature of hostpreneurs problems, a rather limited number of studies have been able to scrutinize the linkage between the issues facing hostpreneurs and tourist loyalty. The research gives empirical evidence that challenges affecting all the key stakeholders should be put into consideration when planning or promoting homestay sites.

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