

Characteristics of Homestays in Banyuwangi Regency Tourism Villages

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Abstract. The existence of homestays in tourist villages is expected to reflect the characteristics and cultural characteristics of the village with the aim of providing a different experience for guests or tourists. The purpose of this study is to explore the characteristics of homestays spread across tourist villages in Banyuwangi Regency through observation and interviews with a three-step analysis technique, namely, data condensation, presenting data and drawing conclusions or verification. The results of this study indicate that there are different characteristics between homestays in tourist villages with advanced and developing status based on the Banyuwangi Regent's Decree in 2021. Differences in characteristics are based on the criteria of the ASEAN Homestay Standard 2016.

Keywords: *Homestay characteristics, Sustainable tourism, ASEAN homestay standard.*

INTRODUCTION

Homestay is an accommodation that offers room rentals provided by local residents to be rented by tourists or guests for a certain period of time. Compared to hotels as a temporary place to stay, homestays offer a different experience to guests or tourists. Guests are allowed to interact directly with the homeowners or local residents, so they can experience the culture and lifestyle of the local community (*Asean Homestay Standard*, 2016). In addition, the homestay concept integrates a place to stay that is close to nature, the rural environment and the culture of the local community which is called a tourist village, which will create a unique atmosphere and provide a different experience to tourists (Zhao et al., 2020).

The homestay concept was born from tourism activities with the tourist village concept, namely an integrated ecosystem of attractions, amenities, accessibility, activities, human resources and tourist village management organizations that offer tourist activities to guests within a certain area (Panghastuti et al, 2024). The homestay concept is the existence of a tourist village (Dan et al., 2019), because the homestay concept is always attached to tour packages to explore tourist villages. In fact, homestays have become a special attraction for certain

market segments to gain authentic experiences as a form of tourism that is closely related to nature, local culture and the customs of certain communities (Muhammad, 2011). So quite a few guests choose to stay overnight to enjoy the natural rural atmosphere and calm atmosphere as a place of relaxation for tourist entertainment (Karomi, 2022).

Based on how they are managed, homestays can be divided into two types, namely individual management and management by cooperatives (Onsumers, 2020), generally known as BUMDES and Pokdarwis. Some homestays offer different themes, namely historical cultural themes, warm family themes, natural landscape themes and individual art themes (Baty & Dow, 1977). Baty and Dow's research, 1977, focused on observing the impact of a cross-cultural homestay program by college students on the attitudes and health of students who lived for one month in unfamiliar cultural homes and environments in the Southwest and Mexico. These results suggest that the experience of living in different cultural conditions has an impact on the body's physiological systems, as well as their moods and feelings. The cultural exchange that occurs naturally helps the experience and impression of both homeowners and guests. Thus, the homestay concept is starting to be adopted

in tourism activities to shape the tourism experience in tourist villages.

To create a quality guest experience by showcasing local rural resources in a safe and attractive way, the Association of ASEAN countries is developing a comprehensive homestay standard that can be adopted by ASEAN Member States as recommended in the ASEAN Tourism Strategic Plan (ATSP):2011-2015 (*Asean Homestay Standard*, 2016). Including Indonesia is one of the members of this association. In line with this, the Ministry of Tourism has a target in order to support the target of tourist visits to Indonesia, building 100 thousand homestays in tourist villages by 2019, which is supported by the Ministry of Public Works and Public Housing (PUPR) which is carried out in 25 areas (CNN Indonesia, 2017) and with a total of 1,902 villages that have the potential to become tourist villages, consisting of 787 marine tourism villages, 576 river tourism villages, 165 irrigation tourism villages, and 374 lake tourism villages (Rachman, 2017).

Banyuwangi, as one of the districts that aggressively promotes regional tourism, also has an increase in the number of Homestays as an effort to encourage tourism's contribution to the regional economy (radarbanyuwangi, 2023). There are around 600 Homestay units (Radar Banyuwangi, 2023) spread across 99 Tourism Villages (Regent's Decree, 2021). However, only around 274 were recorded. According to the Indonesian Hotel and Restaurant Association, the existence of homestays is no longer in accordance with the concept of community-based concepts, homestay locations and has lost the spirit of the homestay concept which is attached to tourist villages but has also mushroomed in urban areas without paying attention to the actual concept.

This phenomenon needs attention, especially the suitability of the homestay concept adopted by homestay businesses in Banyuwangi, especially with the recommended homestay criteria based on

ASEAN standards. So the aim of this research is to explore the characteristics of homestays spread across the Banyuwangi Regency Tourism Village through observation and interviews, so that a picture of the characteristics of Homestays in Banyuwangi Regency will emerge. It is hoped that this research can contribute thoughts and knowledge in the development of science, especially in the field of Homestay Management.

METHOD

This research uses a descriptive approach, because this research seeks to explain a social phenomenon and provide an objective picture of the conditions and problems observed, namely in describing the characteristics of tourist village homestays in Banyuwangi Regency based on the ASEAN homestay standard in 2016. The time for carrying out this research is 4 months, from December 2024 to March 2025. This research is located in Tourism Villages throughout Banyuwangi Regency which have Developing and Advanced status based on the Regent's Decree regarding the Designation of Tourism Villages in the district. Banyuwangi in 2021.

There are 99 tourist villages, 11 of which have the status of developing and advanced tourist villages, which means that according to the Banyuwangi Regent's Decree, these villages have tourism potential, including natural, cultural and artificial tourism. So the object of observation in this research focuses on homestays located in the tourist village with a total of 119 homestay units with an active status of 47 homestay units. The data collection technique in this research is by observation and interviews, as the aim of this research is to describe the extent to which the criteria for the homestay concept are adopted by homestay businesses in Banyuwangi Regency, the data analysis technique uses three steps according to the theory of Miles, Huberman and Saldana (2014), namely analyzing the data in three

steps: data condensation (*data condensation*), presenting data (*data display*), and draw conclusions or verification (*conclusion and verification*).

RESULTS AND DISCUSSION

Based on the results of observations and interviews conducted in this research, the characteristics of homestays in Banyuwangi Regency tourist villages have criteria that are quite similar to the 2016 ASEAN homestay standards. Consisting of nine criteria with the following explanation:

1. Homestay owner (*host*)

Criteria according to ASEAN homestay standards, homestay owners must be residents or local people of the local area. This is to ensure that the homestay owner as the main actor providing homestay services can transfer knowledge about local community habits which are reflected in the personality and layout of the homestay space. The results of observations show that almost all of the homestays in this study are local people. Based on the results of the interview, it was also stated that they could speak the regional language, namely Using Language, as the original language and tribe of the Banyuwangi people. Homestay management is carried out as a family business or *family business*, thus ensuring services are provided by local communities. This is in line with the creative economic business innovation program in Tamansari Village, Banyuwangi Regency as an effective empowerment or existence of a village government project (Zakiyah and Hary, 2024).

Although there are some homestay owners who do not come from the local community, but are service providers or workers from the local community.

2. Accommodation

This standard ensures that local architecture and identity is reflected in

the form of the homestay building and is equipped with adequate bedrooms and bathrooms. Banyuwangi Regent's Regulation, Number 11 of 2019 concerning Using Architecture includes traditional Using houses and Using architecture buildings with a Using architecture building typology based on the shape of the roof, which is divided into three types, namely Tikel Houses, Cerocogan Houses and Baresan Houses as in the following picture.



Figure 1. Tikel House (Using Architectural Building Typology)



Figure 2. Kedaton Wetan Homestay

Figure 1 is a picture of a traditional house using as a native Banyuwangi local resident. However, the research results show that there is only one homestay that reflects the Using traditional building. Other homestays provide a different feel with a rural approach with a cool feel, close to nature, historical buildings and using traditional cutlery as in picture 3 and picture 3 below.



Picture 3. Didu's Homestay and Kosashi 1919

3. Homestay Management

This standard recommends that an organization be formed that oversees all homestays within one tourist village. It is hoped that the organization can provide capacity building and training, data-based homestay management, and establish collaboration. Overall, all tourist village homestay activities and services in Banyuwangi are managed directly by the community. Several village governments with Tourism Village status formed a BUMDES organization to oversee homestay business actors in their respective villages. Based on the results of interviews with several homestay business actors, it was stated that the existence of this organization provides guidance regarding taxation, homestay business permits, guidance for overnight guests who book through BUMDES to be given to its members as well as several capacity building and training in collaboration with other parties such as training by academics and local government.

In 2022, the Deputy Minister of Tourism and Creative Economy also said that there would be a mentoring program run by the Ministry of Tourism and Creative Economy to support increasing community capacity and capability in running a homestay business (kemenparekraf.go.id, 2022). Additionally, Development *English Bridging Course* for Homestay managers in the Tamansari Tourism Village, Banyuwangi, this is an example of training in the field of

improving communication skills in English for Homestay business actors (Trianasari et al., 2024). This program is a service program by academics for the community as a program to improve the capabilities of homestay owners in providing services to guests.

Community involvement in homestay management is an example of a community-based tourism program (Lejeune & Richards, 2003) which is also known as *community based tourism (CBT)*. Homestay businesses run by local communities are an approach to empowering rural communities through their involvement in rural tourism activities and increasing visitor arrivals (Kayat et al., 2016).



Figure 4. Training *English Bridging course*

4. Activity

This criterion is one of the criteria that characterizes the Homestay program. The activity in question is an activity design that must encourage interactive participation between local communities and guests. According to the ASEAN Homestay standard, active community and guest participation activities can be implemented through introducing local culture and heritage, introducing local industry and handicrafts and introducing natural resources such as forests, rivers, caves and other natural tourist attractions. In general, this activity is packaged in the form of a tour package.

Based on research results, it shows that this program cannot be fully implemented for every guest who stays. Based on the results of

interviews with homestay operators, the interests of overnight guests are to use the homestay as a place to stop by. The purpose of the guest's stay is to visit nearby tourist destinations, and not focus on learning about the community's culture. So that when guests *check in*, they chose to rest immediately. However, the host always tries to create a good atmosphere *homey* (a condition or nuance that creates a feeling of comfort, warmth and familiarity like being at home).



Picture 5. Interaction of homestay host and guest

One of them is by providing kitchen facilities that can be used by guests. Apart from that, the host also offers local specialties and kindly serves the food and explains it. Some hosts serve typical Using tribe food, although not all homestay owners do this. Another unique thing that homestay owners do is invite guests to get to know people's habits or traditions in the community, one example is at weddings in the village. Through this activity, guests interact with local communities to learn about the culture that develops in the community.

The research results also show that there are certain groups that have strong interactions with the local community, namely guests who visit the Using Kemiren Traditional Village. The purpose of their visit was to learn about the Using tribe and local wisdom, so the hosts collaborated with

BUMDES to design cultural introduction activities through performances, introduction to typical food and going around the village introducing traditional houses and tourist attractions around the village. Kemiren tourist village is a tourist village designated as a cultural heritage which was inaugurated by the government and is a form of integration of natural and cultural tourist attractions as well as the strength of the community to maintain its heritage and customs which are still strong (Silalahi & Asy, 2022). The famous cultural tourist attraction in this village is the unique art of the Using tribe which contains mystical elements, namely Gandrung, which is usually displayed during reception events (Wahyudiono & Imaniar, 2021).

This tourist village is the main destination for those who want to learn about the culture of the Banyuwangi people. Thus, the Kedaton Wetan homestay is the only homestay that implements a homestay program with participatory interaction between the community and guests. In general, the guest profile is an academic.



Picture 6. Interaction of homestay host and guest.

5. Location

This criterion refers to the accessibility of the homestay location which is easy to reach by public transportation and uses clear signage. The transportation that can be used to get to the homestay location is a private car or two-wheeled vehicle. Access to

homestay locations is considered good because of the government's role in supporting tourism activities in Banyuwangi (Silalahi & Asy, 2022). Guests can take advantage *google maps* for road guidance or directions to the homestay location. Geographically, the homestay location is close to local natural tourist attractions and close to transportation facilities such as terminals, stations and airports. Apart from that, each homestay uses a sign as in the following picture.



Picture 7. Homestay sign

6. Cleanliness

The aspect observed in this criterion is paying attention to the level of cleanliness which includes the cleanliness of overnight facilities, the cleanliness of the homestay area, and the cleanliness of making food for guests. According to Chandra (2005), cleanliness and sanitation are efforts aimed at cleanliness and food safety so that it does not cause the danger of poisoning and disease in humans. This effort ensures that guests receive safe facilities and services.

Based on the research results, homestay owners are committed to always maintaining cleanliness and sanitation of equipment and facilities in the house and the area around the homestay, even though at the time of the research there were homestay owners who had to further improve the cleanliness of the homestay area. Cleanliness and sanitation can be seen in the living room, bedroom, bathroom and kitchen facilities. The host ensures regular disinfectant spraying.

Homestay facilities can be seen in the following picture.

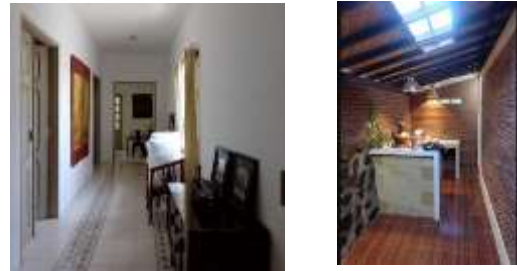


Figure 8. Cleanliness and sanitation of homestay facilities

7. Security and Safety Facilities

This criterion ensures that the host ensures guest safety through security and safety facilities such as CCTV systems, fences around the homestay and security posts, security personnel, first aid boxes, evacuation routes and first aid treatment for minor accidents. Based on the results of interviews and observations regarding the suitability criteria for providing facilities or infrastructure in tourist village homestays in this research, the majority were found. Facilities provided by the homestay include a first aid kit containing eucalyptus oil, light medicines and plaster. However, according to (Arianto et al., 2024) it should refer to Minister of Manpower Regulation No. 15 of 2008, the first aid box contains sterile gauze wrapped in it, 10 cm and 1.25 cm wide bandages, fast plaster, cotton, scissors, safety pins, mask, tweezers, 70% alcohol, and a list of contents of the first aid box.

Furthermore, the results of observations regarding information on evacuation routes, homestay owners and homestay managers have not installed information regarding evacuation routes and gathering points evenly which is needed at homestays. To support the evacuation process and minimize loss of life when a disaster occurs, evacuation routes must be determined according to the needs of

hosts, employees and guests. Safe roads can help the evacuation process and are used as evacuation routes. Apart from evacuation routes, the location of the gathering point must also be determined in a large and safe place or field (BSN, 2021).

Security facilities at most homestays in tourist villages are limited to installing fences in the homestay area, but there are no security personnel on guard at each homestay.

8. Marketing and Promotion

Marketing and promotional activities are an effective strategy to reach the target market desired by producers (Middleton et al, 2009) as well as by homestay managers. Refers to the criteria according to *ASEAN Homestay standard*, it is recommended that there be promotional activities, establishing collaboration with other parties such as collaboration with travel businesses and online marketing activities. This activity is carried out to market the homestay with the aim of increasing sales.

Based on the research results, homestay owners carry out promotional and marketing activities independently and collaboratively. Homestay owners in tourist villages with advanced status are assisted by BUMDES and Pokdarwis in marketing community homestays. BUMDES will distribute it to members evenly if there are guests who buy a village tour package and then stay at a community homestay. However, sales volume (homestay unit rate) with this system is still relatively low. Homestay owners tend to market their rooms using an independent marketing system, namely promotion through online media and collaborating with travel businesses. Homestay owners use online travel agents as a medium to increase room sales. Based on the results of

interviews, to reach foreign guests, homestay owners use the Airbnb platform more, while Traveloka, Agoda, booking.com, and tiket.com are used to reach local guests. Media *partnership* or collaboration is also still a medium for bringing in guests. Expansion of the target market and promotional media through social media can be carried out more actively and focused so that it can increase the occupancy rate of homestays, in addition to the role of POKDARWIS and BUMDES which play a very important role in assisting homestays so that they can develop promotional strategies that will be and have been carried out (Harjo et al., 2022).



Figure 9. Bangsring tourist village website

9. Principles of Sustainable Homestay

The concept of sustainable tourism according to *World Commission on Environment and Development* is paying attention to current needs by considering the needs of future generations. A further meaning in development is that tourism actors do not spend tourism resources in the short term, but pay attention to the sustainability of long-term tourism development in the future (Yuninata, 2023). Sustainable homestays focus on three aspects, namely economic, environmental and socio-cultural sustainability. The

principle of sustainable homestays aims to reduce negative impacts on the environment, empower local communities and create sustainable economic benefits for homestay owners and the surrounding community. So it is hoped that the growth and development of homestays in tourist villages can have a positive impact and minimize negative impacts both on the environment, social and cultural.

Based on the research results, the management of homestays in tourist villages in Banyuwangi has implemented the principles of economic and socio-cultural sustainability. Homestay managers recruit local residents to help in managing homestay activities such as room or field preparation activities *housekeeping*. The host also involves the closest neighbors who are local residents in providing food such as rujak soto, pecel pithik as typical Banyuwangi culinary delights (Febrian, A.W et al., 2019). This activity is in line with the implementation of sustainable principles in the economic sector, one of which is that the host or homestay owner recruits or employs staff from the local community (*Asean Homestay Standard*, 2016) simultaneously also implements sustainable principles from a cultural aspect.

Gandrung dance performance to welcome guests to the Kemiren traditional tourist village, as one of the tourist villages to introduce Using culture as an effort to preserve community culture. This effort is one of the implementations of the principles of socio-cultural sustainability (*Asean Homestay Standard*, 2016) by displaying Using culture.

CONCLUSION

Based on the discussion in this research, the characteristics of tourist village homestays in Banyuwangi show different characteristics from one homestay to another, depending on the status of the tourist village in each village. Homestays located in tourist villages with developed tourist village status are different from homestays located in developing tourist villages.

The differences shown are in criteria (1) accommodation, the shape of the building reflects the characteristics of the village. Homestays in developed tourist villages, there is one homestay that reflects the Using traditional building. In contrast to Homestays which are located in tourist villages with developing status, they provide a different feel, such as creating a rural atmosphere and being close to nature. The next criteria, namely (2) homestay management. Homestays located in tourist villages with advanced status are included in homestay management by BUMDES and/or POKDARWIS. Meanwhile, homestays in developing tourist villages tend to be managed by individuals. The next criteria (3) homestay activities. Guests who visit developed tourist villages tend to buy tour packages, so that BUMDES together with homes can implement the concept of guest interaction with local communities quite intensely. In contrast to guests who visit developing tourist villages, they tend to use homestays as a place to stop.

Criteria *host*, location, cleanliness, security and safety facilities, marketing and promotion, as well as sustainable homestay principles, the characteristics of homestays in the Banyuwangi tourist village are similar, namely that several criteria must be improved, such as the criteria for security and safety facilities and the principles of sustainable homestays.

SUGGESTION

This research focuses on the characteristics of homestays with a qualitative approach through observation

and interviews. It is hoped that future research will focus on studying the development of homestays in the Banyuwangi tourist village and the criteria that most influence the development of homestays in the Banyuwangi Tourism Village.

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