

Implications of Host-Guest Interaction - How Community Behaviour Elevates Tourist Experiences

Mrs. Neema Mary K J ^{1*}, Dr. Remya Ramachandran ²

¹ Research Scholar, PG and Research Department of Commerce, Sacred Heart College (Autonomous), Kochi, Kerala, India

² Assistant Professor, School of Management Studies, Cochin University of Science and Technology (CUSAT), Kerala, India.

Email: remya.ramachandran@cusat.ac.in

*Corresponding Author Email: neemamary@shcollege.ac.in

ARTICLE INFO	ABSTRACT
Received: 12 Mar 2025	Positive host-guest interaction is crucial for a successful tourism industry. When visitors and locals interact meaningfully, they can influence each other's views, leading to better cultural understanding and lasting memories. Given the significance of local community behaviour in shaping tourists' perceptions and overall satisfaction, this study tries to understand the host-guest interaction concept by assessing the relation between Community Behaviour and the Tourists' Satisfaction, through Perceived Value of Tourists. Kerala was selected as the study location because of its significance as a prominent tourist destination and its strong local community involvement through initiatives like the Responsible Tourism mission. Responses were measured based on 500 valid questionnaires wherein findings indicate the crucial impact of positive community behaviour on tourist satisfaction. It also found that perceived quality, emotional value, and costs act as crucial intermediaries in the relationship of community behaviour and tourists' overall contentment.
Revised: 04 May 2025	
Accepted: 14 May 2025	
Keywords: Host-Guest Interaction, Local Community Behaviour, Perceived Value of Tourists, Satisfaction of Tourists, Kerala Tourism.	

INTRODUCTION

Tourism is a global industry that significantly shapes economies, societies, and cultures. It serves a vital role in stimulating economic development, providing employment opportunities, and encouraging investments (Rasool et al. 2021). In spite of challenges posed by global disruptions such as the COVID-19 pandemic, the tourism industry has demonstrated resilience by adopting sustainable practices. As the sector recovers, it continues to serve a major role in revitalizing economies, providing cultural exchange, and enhancing social integration within communities. According to the WTTC, the travel and tourism sector contributed around \$10.3 trillion to the global economy in 2019, contributing to 10.4% of global GDP. In 2023, the industry rebounded strongly, contributing \$9.9 trillion, or 9.1% of the global economy - just 4% below its 2019 peak. Additionally, the sector added 27.4 million jobs, boosting the global workforce to nearly 330 million. International travel expenditures jumped by 33.1%, hitting \$1.63 trillion, while domestic spending increased by more than 18%, approaching \$5 trillion, indicating a strong recovery in several areas.

Considering the importance of tourists in the industry, the question arises as to what makes a destination attractive to tourists. Crouch (1994) suggests that numerous factors influence the choice of a tourist when selecting a destination, which is to be analyzed from both an academic viewpoint and the management practices of tourism organizations. Host communities also serve a major role in attracting visitors and considering tourism as a tool for economic development (Barasa 2010). Residents are usually expected to follow a positive approach towards tourism even considering the negative consequences of tourism but the perceptions changed with the continued growth (Bramwell 2003). It is also apparent that successful tourism activities of a destination depend on the positive host-guest interaction (Thyne et al. 2006). An apparent host-guest interaction can shape each other's viewpoints, fostering greater cultural understanding and potentially leading to lasting impressions (Sharpley 2018).

Kerala, known for its beautiful landscapes and innovative tourism initiatives, is an important tourist destination in India, setting new and innovative trends in the tourism industry prioritizing the well-being of local people. Initiatives like the responsible tourism mission of Kerala highlight positive host-guest interaction for successful sustainable tourism. When hosts show tolerance and hospitality, they create a welcoming atmosphere that greatly improves tourists' perception of the destination and increases their satisfaction (Thyne et al. 2006). It is recognized that tourism satisfaction is shaped by a variety of destination features, including tangible elements like products and prices to intangible factors such as the quality of services and the warmth of the local community. (Crompton and Love, 1995).

Previous research considered the influence of perceived value of tourists on satisfaction and loyalty (Chen and Chen, 2010; Wu and Li, 2017; Zhang et al., 2022). Despite its importance, there seems to be limited research focused on exploring how the behaviour of host communities at tourist destinations impacts tourists' perceptions and satisfaction.

Delving deeper into host-guest interaction, local community behaviour and local experiences serve a crucial role in shaping tourists' perception and satisfaction (Chen and Chen, 2010; Feng et al., 2021; Kao et al., 2008). Saarinen and Manwa (2008) emphasize the importance of conducting further research, particularly on host-guest interactions, to enhance tourist satisfaction and help policymakers create strategies that address the needs of local communities in popular tourist destinations. Research by Chen and Chen (2010) and Kao et al. (2008) emphasized the importance of experience quality, indirectly underscoring the role of the local community, and found that greater experience quality is positively linked to tourists' satisfaction. Apparently, the **question arises as to what extent the Perceived Value of Tourists contributes to the relation between Community Behaviour and the Satisfaction of Tourists**. In view of this, the objective of this study is:

- To analyse the influence of Community Behaviour on the Satisfaction of Tourists directly and indirectly through Perceived Quality, Perceived Emotional Value and Perceived Costs.

LITERATURE REVIEW

Positive and respectful interactions can improve residents' perceptions of tourism, building better community behaviour. Likewise, when tourists enjoy meaningful and authentic experiences, they are more likely to enjoy and spend on services, boosting the local economy (Bimonte and Punzo 2011).

Host-Guest Interactions – Role of Local Community Behaviour

The attitudes of local residents along with their effective behaviours greatly influence the quality of host-guest interactions, which in turn plays a major role in shaping the visitors' overall experience (Gursoy et al. 2002). Positive interactions with local residents can improve the perception of tourists visiting the destination, making it more welcoming and authentic (Armenski et al. 2011). How locals perceive and interact with visitors influences the quality of tourist-host interactions, making it essential to understand these dynamics to foster positive and meaningful exchanges between local communities and tourists (Zhang et al. 2006). Interacting with locals provides a personal touch to a trip, often making it more immersive and unique, which in turn helps create stronger emotional connections and lasting memories (Kim and Chen, 2019; Thyne et al., 2006). This heightened level of interaction enhances overall satisfaction with the experience on both the destination and its community (Pizam et al., 2000; Thyne et al., 2006).

The Social Exchange Theory provides a framework for examining the complex relationship of host-guest interaction within the tourism sector. The Social Exchange Theory is extensively used to understand the perception as well as the attitude of local people on tourism development of their destination (Andereck and Nyaupane, 2011; Gursoy et al., 2010; Nunkoo and Ramkissoon, 2012; Ward and Berno, 2011). However, as Sharpley (2014) noted, examining social exchange theory (SET) solely within a community context is inadequate, as it also has the potential to reveal interactions between two parties that deserve further investigation. The characteristics and quality of these interactions affect the perceptions of local community on tourism and the overall satisfaction of the tourists visiting the destination (Sharpley 2014).

Perceived Value of Tourists

As defined by Zeithaml (1988), “perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given”. Perception of Tourists on attributes of a destination is crucial in promoting it with customized offerings (Augustyn and Ho 1998). Comprehending the perception of tourists visiting a destination and how it influences their satisfaction allows destination marketers to effectively segment their market and develop strategic positioning plans (Saqib 2019). Petrick (2002) identifies five key aspects of the Perceived Value of Tourists: Quality, Emotional Value, Monetary Value, Effort Involved, and Reputation. On the other hand, perceived value is believed to be influenced by two factors: the benefits received, such as the economic, social, and relational benefits, and the costs involved, including the price, time, effort involved, risk factors, and ease of use (Cronin et al., 2000; Oh, 2003). In keeping with the idea that perceived value is a comparison between what is "received" and what is "given," emotional factors should also be considered. As stated by Havlena and Holbrook, (1986, p. 394) “Emotional benefits may also affect choices between instrumental alternatives that are functionally equivalent in other aspects”. Further, tourism often relies on imagination, emotions, and sensations to understand consumer behaviour. Many products, services or activities carry symbolic significance that goes beyond their physical aspects such as quality, or cost (Havlena and Holbrook 1986). So, this study focuses on three important elements of Perceived Value; *Perceived Quality*, *Perceived Emotional value* and *Perceived Costs*.

Perceived Quality in tourism resources, services, and activities is a key concept in understanding tourists' perceptions and satisfaction. It represents the tourists' overall evaluation of their travel experience, shaped by the encounters and experiences during their journey (Chen and Chen, 2010; Jin et al., 2015; Loureiro and González, 2008; Wu et al., 2017).

Perceived Emotional Value in tourism is another essential concept related to tourists' perceptions and behaviours. It serves a crucial role in creating lasting experiences and significantly impacts tourists' overall satisfaction (Bigné et al., 2005; Feng et al., 2021; Mitas et al., 2012; Prayag et al., 2017; Tung and Ritchie, 2011; Yuksel and Yuksel, 2007).

Perceived Costs in tourism are a vital concept in understanding tourists' perceptions and behaviours. It encompasses both the financial and non-financial aspects of travel. Tourists continuously evaluate whether the value they gain from their travel experience is worth the money, time, and effort they have invested (Cronin et al., 2000; Gallarza and Gil Saura, 2006; Iqbal et al., 2023; Jamal et al., 2011; Masiero and Nicolau, 2012; Sánchez et al., 2006; Zeithaml, 1988).

Satisfaction of Tourists

Satisfaction is studied in terms of both overall travel experiences across various locations and the specific elements or attractions that bring joy to travellers during their trips (Foster, 2000). Tourism satisfaction is understood to be influenced by various destination features including tangible aspects like products and prices to intangible aspects such as the quality of services and the warmth of local residents (Crompton and Love, 1995). To provide satisfaction and a high-quality tourism experience, it is crucial that the actual experience meets or surpasses travellers' expectations, as this alignment creates positive perceptions of the destination and enhances the overall visitor experience (Govers et al., 2007; Murphy et al., 2000; Reisinger and Turner, 2003).

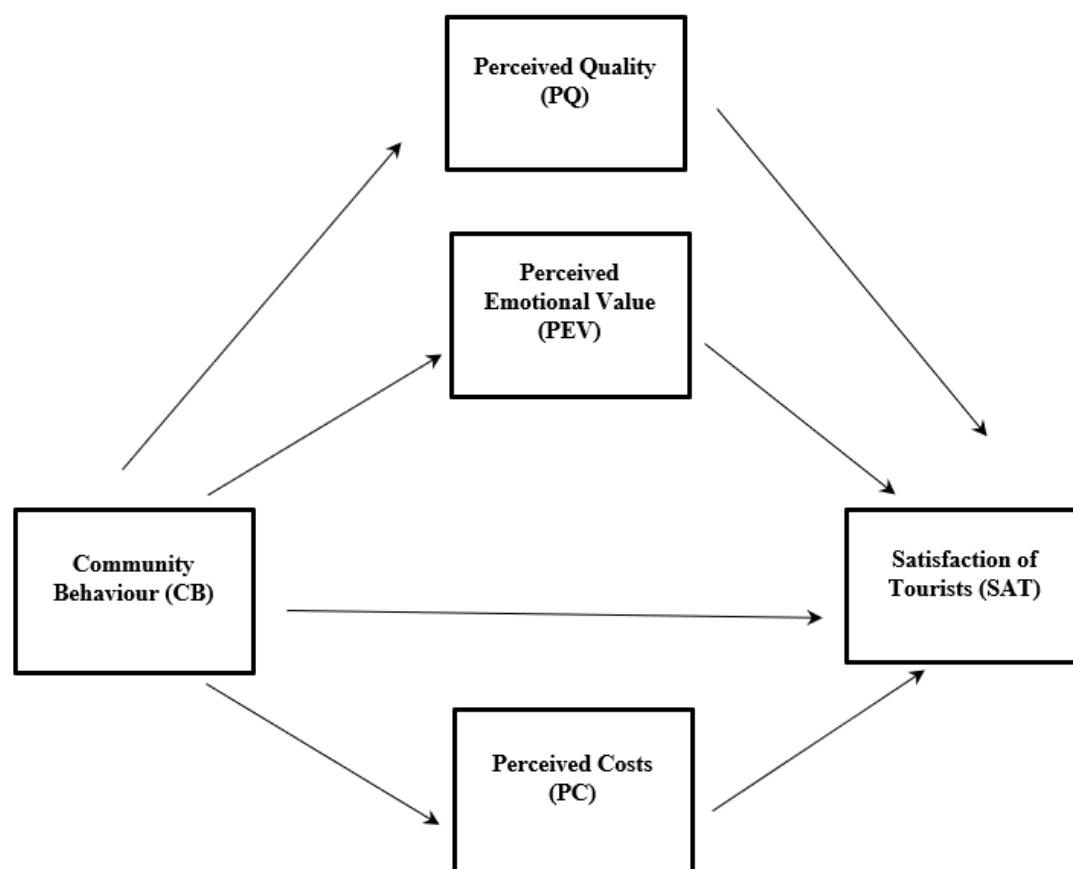
Considering the importance of Community Behaviour (CB), Perceived Quality (PQ), Perceived Emotional Value (PEV), Perceived Costs (PC) and Satisfaction of Tourists (SAT), the following propositions are formulated:

H₁ - Community Behaviour (CB) is directly and positively related with Satisfaction of Tourists (SAT).

H₂ - Community Behaviour (CB) is indirectly and positively related with Satisfaction of Tourists (SAT), through Perceived Quality (PQ).

H₃ - Community Behaviour is indirectly and positively related with Satisfaction of Tourists (SAT), through Perceived Emotional Value (PEV).

H₄ - Community Behaviour is indirectly and positively related with Satisfaction of Tourists (SAT), through Perceived Costs (PC).

**Figure 1.** Conceptual Framework

RESEARCH METHODOLOGY

Given Kerala's significance as a tourism destination with extensive engagement of the local community through initiatives like the Responsible Tourism mission, it is selected as the study area. The selection of destinations is also based on the Responsible Tourism (RT) destinations list of government including, Fortkochi, Kovalam, Varkala, Kumarakom and Thekkady. The study population consisted of tourists from these selected destinations of Kerala. Tourists' population is identified based on the average of the previous year's concerned based on official Tourism Statistics of the Department of Tourism. Accordingly, Cochran's formula is applied and the minimum sample size appeared to be 385. Following a comprehensive review of the collected data, 500 valid responses were utilized for the analysis.

The questionnaire developed has two sections, with the first section gathering information about the demographic characteristics of tourists visiting Kerala. The second part used a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree), to assess the variables under study. The measurement of the Community Behaviour (CB) variable consisted of 5 items from *Prentice et al., 1994* and *Martin et al., 2017*. The perceived value of tourists' variables, Perceived Quality (12), Perceived Emotional Value (4) and Perceived Costs (6) are adopted from the *TOUR PERVAL Scale of Huang and Huang, 2007* (Prathapan and Zakkariya, 2018). The Satisfaction of Tourists (SAT) is measured using 4 items adopted from *Britner and Hubbert 1994*, *Hallowell 1996*, and *Kozak and Rimmington 2000*. The questionnaire was designed following a review of existing literature and was carefully assessed by experts from the tourism industry. The reliability and validity of the questions were ensured with a pretest of 60 surveys.

A structured self-administered questionnaire was used to collect the data from the selected destinations. The sample had a good representation of both domestic and international tourists. The analysis part, including the empirical validation of framework, was established through various stages using the SPSS version 22 and PROCESS macro

version 4.0 (Hayes 2022). It is organized into two parts; (i) General Information of Respondents and (ii) Model Estimation of Tourists' Framework. The first part collected the demographic profile of the respondents studied. In the model estimation part, the study tries to analyse the parallel mediation framework studying the direct and indirect effects of Community Behaviour (CB) on the Satisfaction of Tourists (SAT) through Perceived Quality (PQ), Perceived Emotional Value (PEV) and Perceived Costs (PC). The data collected are analysed through Ordinary Least Squares Regression-Based path analysis to conduct a meaningful analysis.

RESULTS

The study involves a sample of 500 tourists. The data analysis primarily consists of frequency analysis, descriptive statistics and reliability, correlation analysis, and ordinary least squares regression-based path analysis.

Frequency analysis

The study included 217 international tourists and 283 domestic tourists. Of the respondents, 52.8% were male and 47.2% were female. The majority of respondents were in the age group of 30-40 years (36.4%), followed by 20-30 years (32.2%), and 40-50 years (20.0%). Most respondents identified as 'other professionals' (21.6%), followed by those in 'administration' (18.2%), 'teachers' (16.0%), and 'others' (12.2%). The study had a balanced representation of first-time and repeat visitors to Kerala, with 257 (51.4%) repeat visitors and 243 (48.6%) first-time visitors.

Descriptive Statistics and Reliability

The analysis of tourists' perspectives used a five-point Likert scale to evaluate various constructs, with results showing an average score of around 4, except for perceived costs, which had a mean score of 3.39. The small standard deviation score indicates that the responses were closely clustered around the mean, suggesting consistency among participants' views. Furthermore, the reliability of the data was confirmed using Cronbach's Alpha measure, with all coefficients exceeding the 0.70 threshold which is well above the acceptable limit of 0.50. This high reliability suggests that the measurement scale used in the study was consistent and dependable for assessing tourists' perspectives.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Community Behaviour	500	2.40	4.80	3.9564	.37274
Perceived Quality	500	1.75	4.83	3.8832	.43973
Perceived Emotional Value	500	1.75	5.00	4.0350	.55035
Perceived Costs	500	2.00	4.67	3.3920	.70181
Satisfaction of Tourists	500	1.75	5.00	4.1000	.62191
Valid N (listwise)	500				

Table 2: Reliability Value

	No of Items	N	Cronbach's Alpha
Community Behaviour	5	500	.723
Perceived Quality	12	500	.780
Perceived Emotional Value	4	500	.711
Perceived Costs	6	500	.740
Satisfaction of Tourists	4	500	.830

Model Estimation of the Framework

The empirical validation of the framework was established through various stages using the SPSS version 22 and PROCESS macro version 4.0 (Hayes 2022). The first stage included the data screening identifying the missing values

and outliers, and the assumption of normality. The second stage assessed the reliability, validity as well as the collinearity of the constructs used for the study. The third stage tests various hypotheses formulated and the mediation effect of the variable identified using Ordinary Least Squares Regression- Based path analysis.

This structured approach ensured a detailed examination of the relationship between the constructs under study, strengthening the empirical model. Before conducting the analysis, the data for each variable was carefully coded in SPSS version 22, as it's critical to avoid any coding errors affecting the model's accuracy (Churchill 1979). A frequency analysis was done in SPSS to detect missing data, and outliers were removed to create a refined dataset. Moreover, since PROCESS Macro allows for bootstrapping, normality is not much of a concern when performing mediation analysis (Hayes 2022). The study tries to assess the framework from the tourists' perspective (Figure 4.1.) comprehending the direct and indirect effects of Community Behaviour (CB) on the Satisfaction of Tourists (SAT) through Perceived Quality (PQ), Perceived Emotional Value (PEV) and Perceived Costs (PC). The prerequisites that must be satisfied before engaging in mediation analysis are also verified in the study.

The dependent, independent, as well as the mediator variables (the variables of interest) used a continuous scale. In the model estimation, it is necessary to understand that the variables should have a linear relationship which is studied using the Pearson Correlation Coefficient. Pearson's correlation is widely employed to assess the strength of the linear association of variables, quantifying the degree of association as well (Schober et al, 2018). The dataset must exhibit an absence of multicollinearity which is confirmed considering the Tolerance and VIF Values. There are no spurious outliers, and the normality condition is not an issue as the data bootstrapping is followed based on 5000 bootstrap samples.

Correlation Analysis

Table 3 shows Pearson Correlation between Community Behaviour (CB), Perceived Quality (PQ), Perceived Emotional Value (PEV), Perceived Costs (PC) and Satisfaction of Tourists (SAT). Community Behaviour is significantly and positively correlated with the Perceived Quality and Satisfaction of Tourists. The relationship of Perceived Quality and Satisfaction of Tourists is also positive and significant. Community Behaviour is significantly and positively correlated with the Perceived Emotional Value and Satisfaction of Tourists. The relationship of Perceived Emotional Value and Satisfaction of Tourists is also positive and significant. Further, Community Behaviour is significantly and negatively correlated with Perceived Costs and Satisfaction of Tourists. The relationship of Perceived Costs and Satisfaction of Tourists is also negative and significant. There is no problematic multicollinearity between the independent variables of study as the value of tolerance is above 0.10 (Tabachnick et al. 2013) and the VIF value is below 5 (Rogerson 2014).

Table 3: Correlations

	CB	PQ	PEV	PC	SAT
CB	1				
PQ	.341**	1			
PEV	.282**	.764**	1		
PC	-.137**	-.610**	-.558**	1	
SAT	.327**	.699**	.662**	-.581**	1

**Correlation is significant at the 0.01 level (2-tailed).

Ordinary Least Squares Regression-Based Path Analysis

Table 4 shows the path estimates for Direct, Indirect and Total effects of Community Behaviour on Satisfaction of Tourists. Table 5 indicates the mediation estimates. Using Ordinary Least Squares Regression-Based Path analysis, it was found that Community Behaviour (CB) is related with Satisfaction of Tourists (SAT) directly and indirectly through Perceived Quality (PQ), Perceived Emotional Value (PEV) and Perceived Costs (PC). The findings showed that the regression coefficient of community behaviour on perceived quality (path a_1), perceived emotional value (path a_2), and perceived costs (path a_3) were statistically significant, as were the regression coefficients between

perceived quality and satisfaction (path b_1), perceived emotional value and satisfaction (path b_2) and perceived costs and satisfaction (path b_3).

A bootstrap confidence intervals, for the indirect effects ($a_1b_1 = .190$, $a_2b_2 = .119$, $a_3b_3 = .050$) based on 5000 bootstrap samples were entirely above zero. These results support the hypotheses H_8 , H_9 and H_{10} . Community behaviour was still a significant predictor of satisfaction of tourists after controlling for perceived quality, perceived emotional value and perceived costs (path c'). In other words, community behaviour is related to the satisfaction of tourists independent of its effect on perceived quality, perceived emotional value and perceived costs ($c' = .187$). It supports H_7 . The total effect of community behaviour on the satisfaction of tourists was also found significant (path c).

The study could accept all the hypotheses formulated. Figure 2 reveals the path estimates of the proposed framework. The direct effect of Community Behaviour, $c' = .187$ indicates that two tourists with a one-unit difference in their perception of community behaviour are expected to vary .187 in their reported satisfaction, holding perceived quality, perceived emotional value and perceived costs constant. The coefficient is positive, meaning that, the tourists having high perceived community behaviour, but who are equal on perceived quality, perceived emotional value and perceived costs are estimated to be .187 units higher in reported satisfaction.

The indirect effect of Community Behaviour on Satisfaction, $a_1b_1 = .403$ ($.472$) = .190 suggests that two tourists with a one-unit difference in their perceived Community Behaviour, but equal in Perceived Emotional Value and Perceived Costs are expected to vary by .190 units in their reported Satisfaction as a result of the tendency for those having relatively high perceived behaviour response to have high perceived quality which in turn translates into greater satisfaction of tourists. The indirect effect of Community Behaviour on Satisfaction, $a_2b_2 = .417$ ($.284$) = .119 suggests that two tourists with a one-unit difference in their perceived Community Behaviour, but equal in Perceived Quality and Perceived Costs are expected to vary by .119 units in their satisfaction as a result for those having relatively high perceived behaviour response to have high perceived emotional value which in turn translates into greater satisfaction of tourists. The indirect effect of Community Behaviour on Satisfaction, $a_3b_3 = .257$ ($.196$) = .050 suggests that two tourists who differ by one unit in their perceived Community Behaviour, but are equal in Perceived Quality and Perceived Emotional Value are expected to vary by .050 units in their satisfaction as a result of for those having relatively high perceived community behaviour response to have less perceived costs which in turn translates into greater satisfaction.

The total effect of Community Behaviour on the Satisfaction of Tourists is derived by getting the sum of the direct and indirect effects, or by regressing the satisfaction of tourists on community behaviour by itself;

$$c = c' + a_1b_1 + a_2b_2 + a_3b_3 = .187 + .190 + .119 + .050 = .546$$

Two tourists with one-unit difference in their perceived community behaviour are expected to vary by .546 units in the satisfaction level. The positive sign means that the tourists having a greater perception of community behaviour report higher satisfaction.

To conclude, the study highlights that positive Community Behaviour has a significant impact on the Satisfaction of the Tourists studied. Further, the study also found that Perceived Quality, Perceived Emotional Value, and Perceived Costs play a crucial mediating role between Community Behaviour and the Satisfaction of Tourists.

Table 4: Path Estimates

Variable	Coefficient	Standard Error (SE)	T-Value	P-Value
Path c (DV: Satisfaction of Tourists) Community Behaviour	.546	.071	7.734	.000
Path a_1 (DV: Perceived Quality) Community Behaviour	.403	.050	8.105	.000
Path a_2 (DV: Perceived Emotional Value) Community Behaviour	.417	.063	6.571	.000

Variable	Coefficient	Standard Error (SE)	T-Value	P-Value
Path a_3 (DV: Perceived Costs) Community Behaviour	-.257	.084	-3.075	.002
Path b_1, b_2, b_3 and c' (DV: Satisfaction of Tourists)	.472	.071	6.662	.000
b_1 – Perceived Quality	.284	.053	5.386	.000
b_2 – Perceived Emotional Value	-.196	.034	-5.795	.000
b_3 – Perceived Costs c'	.187	.053	3.537	.000

Table 5: Mediation Estimates

Effect	Estimate	Standard Error (SE)	T-Value	P-Value
Total Effect	.546	.071	7.734	.000
Direct Effect	.187	.053	3.537	.000
			LLCI	ULCI
Indirect Effect:				
Perceived Quality	.190 ^a	.050	.096	.293
Perceived Emotional Value	.119 ^b	.040	.048	.208
Perceived Costs	.050 ^c	.019	.013	.089

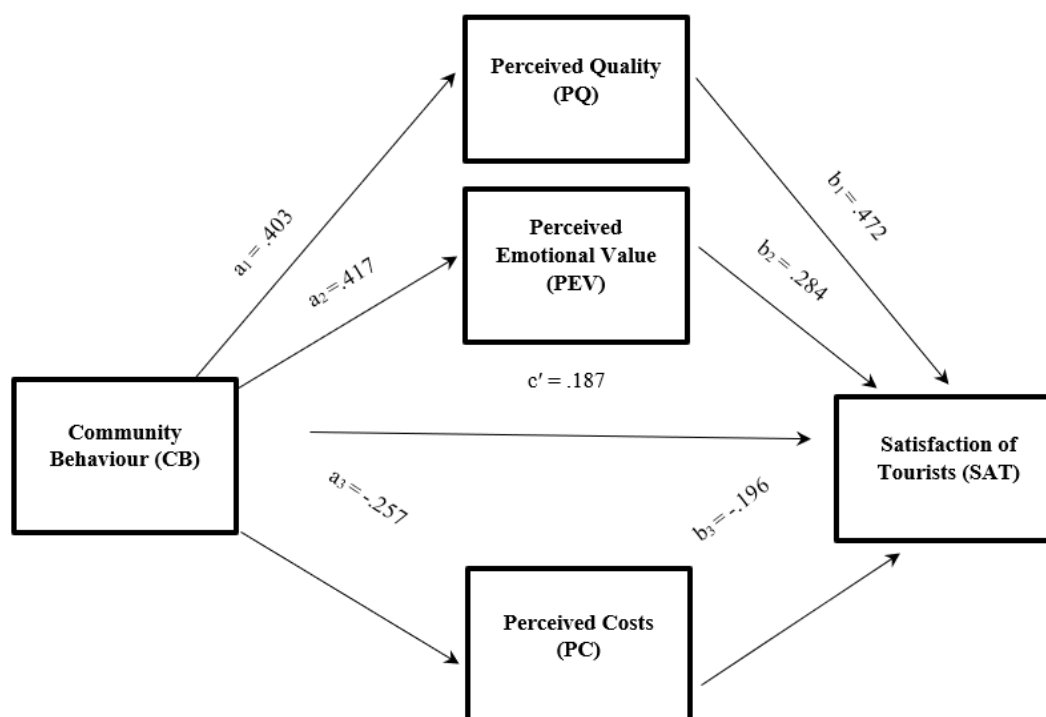


Figure 2. Model Path Estimates

DISCUSSION

The research highlights the important role that positive community behaviour plays in shaping tourist satisfaction. It also points out that perceived quality, perceived emotional value, and perceived costs act as significant mediators in the link between community behaviour and tourist contentment. Tourists, who experience positive interactions with the community such as friendly locals, helpful assistance, and an overall welcoming environment, tend to report higher satisfaction with their trip. When local residents are welcoming and take active steps to enhance the visitor experience, tourists are more likely to leave with a positive impression and a greater level of satisfaction. In essence, the more positive the community's behaviour, the more satisfied the tourists will be with their experience. Positive community behaviour often highlights the local culture and hospitality, strengthening tourists' decisions to return as well as recommend the destination to others. This is in parallel with research by Chen and Chen (2010) and Kao et al. (2008), which found that the quality of the experience, especially when it involves community engagement, is positively associated with satisfaction. In turn, this satisfaction influences visitors' future behavioural intentions. Thus, it can be concluded that tourists who perceive better community behaviour are likely to report higher satisfaction, as these interactions greatly enhance their overall perception and enjoyment of the destination.

Further, the study also revealed that the perceived quality, perceived emotional value, and the costs are vital mediators in the relationship of community behaviour and tourist satisfaction. Positive interactions with local residents enhance tourists' perceptions of the destination's offerings, including its services, resources, and activities. For instance, when locals are friendly and helpful, tourists are more likely to feel at ease and welcomed, which boosts their perception on the quality of the available amenities and services. Respectful and engaging locals can also elevate tourists' views of the cultural and social atmosphere of the destination. Consequently, these positive encounters foster a more favourable impression of the location, ultimately leading to better overall satisfaction.

When tourists experience welcoming community behaviour and authentic hospitality, it strengthens emotional bonds and leads to lasting memories. These emotional ties and memorable moments serve a major role to provide overall satisfaction with the experience at the destination. This aligns with Feng et al. (2021), who argued that fostering enjoyable and authentic local experiences can significantly boost emotional value, which in turn increases tourist satisfaction. Additionally, when tourists perceive that both the financial and non-financial costs are reasonable, they might feel that their visit was fulfilling and worth the investment, which in turn boosts their satisfaction. This also supports the findings of Iqbal et al. (2023), which suggest that perceptions of tourism costs is also a determinant in influencing overall satisfaction as well as loyalty of tourists.

Ultimately, the results of the parallel mediation analysis support the conclusions drawn by Chen and Chen (2010), which indicated in the context of the experience quality, perceived value, encompassing perceived quality, emotional value, and costs, serves as a crucial mediator between the experiences tourists have and their overall satisfaction. This, in turn, highlights the indirect significance of host-guest interactions in shaping tourist satisfaction.

IMPLICATIONS OF THE STUDY

The research contributes to the current host-guest interactions literature in tourism by identifying the influence of community behaviour on tourists' perceptions and their satisfaction. It emphasizes how community-driven actions, such as positive local engagement and hospitality, significantly shape tourists' perceived value of their experience. These interactions not only enhance the tourists' perception of the destination but also lead to better satisfaction among tourists. By exploring this connection of community behaviour and tourist experiences, the research showcase the role local communities play in shaping and improving overall tourism experience at the destination and tourist satisfaction. Practically, the study findings have important implications for an effective management as well as the marketing of tourism destinations by emphasizing the role of local community behaviour.

In addition to offering a conceptual framework as well as empirical validation of host-guest interaction in tourism, the study advocates for a transformation in tourism management towards a broader approach that emphasizes the role of positive host community engagement. This perspective is essential for researchers, tourism planners, policymakers, industry stakeholders, and destination managers who seek to effectively design tourism activities that cater to the interests of both local residents and visitors. A vibrant and inviting host community can significantly

enhance visitors' experiences by fostering meaningful interactions, ultimately leading to higher satisfaction and a greater likelihood of returning and recommending the destinations. By prioritizing the influence of interactions, stakeholders can create a more enriching environment considering the well-being of local people, providing authentic experiences to tourists.

CONCLUSION

The study highlights that positive behaviours of the local community can greatly improve the overall experience for tourists, resulting in favourable perceptions and higher satisfaction levels. This emphasizes the vital importance of host-guest interactions in determining the success of tourism destinations. By fostering community engagement and cultivating strong connections between residents and visitors, tourism destinations can offer a more enriching and memorable experience for everyone involved. In conclusion, prioritizing these interactions can benefit both local community and tourists concerned, creating a win-win situation that promotes lasting relationships and encourages re-visits and recommendations. The study further entails the importance of host-guest interaction that should focus on understanding the importance of local community engagement, identifying tourists as customers and synchronising the needs of tourists with the positive and authentic offerings of the community.

REFERENCES

- [1] Andereck, K. L., and Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 50(3), 248–260.
- [2] Armenski, T., Dragičević, V., Pejović, L., Lukić, T., and Djurdjev, B. (2011). Interaction between tourists and residents: Influence on tourism development. *Polish Sociological Review*, 107–118.
- [3] Augustyn, M., and Ho, S. K. (1998). Service quality and tourism. *Journal of Travel Research*, 37(1), 71–75.
- [4] Barasa, D. (2010). Tourism, poverty and poverty reduction in Msambweni district, Kenya. University of Bedfordshire.
- [5] Bigné, J. E., Andreu, L., and Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833–844.
- [6] Bimonte, S., and Punzo, L. F. (2011). Instruments of structural policies for tourism sustainability. In *Tourism Economics: Impact Analysis* (pp. 95–107). Springer.
- [7] Bramwell, B. (2003). Maltese responses to tourism. *Annals of Tourism Research*, 30(3), 581–605.
- [8] Britner, M., and Hubbert, A. (1994). Encounter satisfaction versus overall satisfaction versus quality [in:] Rust R., Oliver R.(ed.), *Service Quality. New Directions in theory and practice*. SAGE Publications.
- [9] Chen, C.-F., and Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- [10] Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64–73.
- [11] Crompton, J. L., and Love, L. L. (1995). The predictive validity of alternative approaches to evaluating quality of a festival. *Journal of Travel Research*, 34(1), 11–24.
- [12] Cronin Jr, J. J., Brady, M. K., and Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218.
- [13] Crouch, G. I. (1994). Demand elasticities for short-haul versus long-haul tourism. *Journal of Travel Research*, 33(2), 2–7.
- [14] Feng, Y., Chen, X., and Lai, I. (2021). The effects of tourist experiential quality on perceived value and satisfaction with bed and breakfast stays in southwestern China. *Journal of Hospitality and Tourism Insights*, 4(1), 121–135.
- [15] Foster, D. (2000). Ensuring Service Excellence in the Australian Tourism Industry. In *Proceedings of the First International Research Conference of Organizational Excellence in the Third Millennium*, Estes Park, CO.
- [16] Gallarza, M. G., and Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437–452.

- [17] Govers, R., Go, F. M., and Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, 46(1), 15–23.
- [18] Gursoy, D., Chi, C. G., and Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of Sunshine Coast, Australia. *Journal of Travel Research*, 49(3), 381–394.
- [19] Gursoy, D., Jurowski, C., and Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(1), 79–105.
- [20] Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of Service Industry Management*, 7(4), 27–42.
- [21] Havlena, W. J., and Holbrook, M. B. (1986). The varieties of consumption experience: comparing two typologies of emotion in consumer behavior. *Journal of Consumer Research*, 13(3), 394–404.
- [22] Hayes, A. F. (2022). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach (3rd ed.). The Guilford Press.
- [23] Huang, Y., and Huang, F. (2007). Tourists' perceived value model and its measurement: An empirical study. *Tourism Tribune*, 22(8), 42–47.
- [24] Iqbal, U. P., Hamza, V. K., Nooney, L. K., and Sainudeen, S. (2023). Exploring the determinants of destination satisfaction: a multidimensional approach. *Future Business Journal*, 9(1), 59.
- [25] Jamal, S. A., Othman, N., and Muhammad, N. M. N. (2011). Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 17(1), 5–15.
- [26] Jin, N., Lee, S., and Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, 17(1), 82–95.
- [27] Kao, Y.-F., Huang, L.-S., and Wu, C.-H. (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13(2), 163–174.
- [28] Kim, H., and Chen, J. S. (2019). The memorable travel experience and its reminiscence functions. *Journal of Travel Research*, 58(4), 637–649.
- [29] Kozak, M., and Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260–269.
- [30] Lee, C.-K., Yoon, Y.-S., and Lee, S.-K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), 204–214.
- [31] Loureiro, S. M. C., and González, F. J. M. (2008). The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty. *Journal of Travel & Tourism Marketing*, 25(2), 117–136.
- [32] Martín, H. S., de los Salmones Sánchez, M. M. G., and Herrero, Á. (2017). Residents' attitudes and behavioural support for tourism in host communities. *Journal of Travel & Tourism Marketing*, 35(2), 231–243.
- [33] Masiero, L., and Nicolau, J. L. (2012). Tourism market segmentation based on price sensitivity: Finding similar price preferences on tourism activities. *Journal of Travel Research*, 51(4), 426–435.
- [34] Mitas, O., Yarnal, C., and Chick, G. (2012). Jokes build community: Mature tourists' positive emotions. *Annals of Tourism Research*, 39(4), 1884–1905.
- [35] Murphy, P., Pritchard, M. P., and Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43–52.
- [36] Nunkoo, R., and Ramkissoon, H. (2012). Power, trust, social exchange and community support. *Annals of Tourism Research*, 39(2), 997–1023.
- [37] Oh, H. (2003). Price fairness and its asymmetric effects on overall price, quality, and value judgments: the case of an upscale hotel. *Tourism Management*, 24(4), 387–399.
- [38] Petrick, J. F. (2002). Experience use history as a segmentation tool to examine golf travellers' satisfaction, perceived value and repurchase intentions. *Journal of Vacation Marketing*, 8(4), 332–342.
- [39] Pizam, A., Uriely, N., and Reichel, A. (2000). The intensity of tourist--host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel. *Tourism Management*, 21(4), 395–406.
- [40] Prathapan, M., & Zakkariya, K. A. (2018). Destination Perceived Value and Post- Tour Behavioural Intention of Tourists- Role of Destination Self- Congruity. *Cochin University of Science and Technology*.

- [41] Prayag, G., Hosany, S., Muskat, B., and Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54.
- [42] Prentice, R. C., Witt, S. F., and Wydenbach, E. G. (1994). The endearment behaviour of tourists through their interaction with the host community. *Tourism Management*, 15(2), 117–125.
- [43] Rasool, H., Maqbool, S., and Tarique, M. (2021). The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis. *Future Business Journal*, 7(1), 1.
- [44] Reisinger, Y., and Turner, L. W. (2003). *Cross-Cultural Tourism Behaviour: Concepts and Analysis*. Taylor&Francis Group: Routledge.
- [45] Rogerson, P. A. (2014). *Statistical methods for geography: a student's guide*. Sage.
- [46] Saarinen, J., and Manwa, H. (2008). Tourism as a socio-cultural encounter: Host-guest relations in tourism development in Botswana. *Botswana Notes and Records*, 43–53.
- [47] Sánchez, J., Callarisa, L., Rodriguez, R. M., and Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394–409.
- [48] Saqib, N. (2019). Development of Positioning Taxonomy for a Tourist Destination Ladakh, India. In *Positioning and Branding Tourism Destinations for Global Competitiveness* (pp. 212–255). IGI Global.
- [49] Schober, P., Boer, C., and Schwarte, L. A. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763–1768.
- [50] Sharpley, R. (2018). *Tourism, tourists and society*. Routledge.
- [51] Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37–49.
- [52] Thyne, M., Lawson, R., and Todd, S. (2006). The use of conjoint analysis to assess the impact of the cross-cultural exchange between hosts and guests. *Tourism Management*, 27(2), 201–213.
- [53] Tung, V. W. S., and Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367–1386.
- [54] Ward, C., and Berno, T. (2011). Beyond social exchange theory: Attitudes toward tourists. *Annals of Tourism Research*, 38(4), 1556–1569.
- [55] Wu, H.-C., Cheng, C.-C., and Ai, C.-H. (2017). A study of experiential quality, equity, happiness, rural image, experiential satisfaction, and behavioral intentions for the rural tourism industry in China. *International Journal of Hospitality & Tourism Administration*, 18(4), 393–428.
- [56] Wu, H.-C., and Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904–944.
- [57] Yüksel, A., and Yüksel, F. (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism Management*, 28(3), 703–713.
- [58] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- [59] Zhang, J., Inbakaran, R. J., and Jackson, M. S. (2006). Understanding community attitudes towards tourism and host–Guest interaction in the urban–rural border region. *Tourism Geographies*, 8(2), 182–204.
- [60] Zhang, L., Yang, S., Wang, D., and Ma, E. (2022). Perceived value of, and experience with, a World Heritage Site in China—the case of Kaiping Diaolou and villages in China. *Journal of Heritage Tourism*, 17(1), 91–106.