

AMALIA_Homestay Development Model

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**Homestay Development Model:
The Effect of Community's Attitude on Sustainable Tourism Village**

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Abstract. The development of homestays in the Borobudur area, Magelang, and Central Java, Indonesia has become the government's target as a huge promotion to attract tourists. The paper's purpose was to 1) describe the community's attitude (including homestay owners) when tourists stay; 2) analyze the influence on the community's attitude (including homestay owners) towards sustainable tourism villages in homestays in Borobudur Village, Magelang, and Central Java, Indonesia. The study used a quantitative approach. Respondents were 234 tourists through purposive sampling with the criteria of tourists who had stayed at homestays in the Borobudur area. The results showed a significant influence of 0.721 and a strong relationship between community attitudes and sustainable tourism villages. In the statistical descriptive analysis test, the mean was 4.752, which means that people's attitudes towards tourists who stayed at the homestay have friendly and good attitudes. There was a significant influence on the community's attitudes towards sustainable tourism villages with a value of 0.333 (33.3%).

Keywords: Community's Attitude, Homestay, Sustainable Tourism Villages

Introduction

Tourism is an excellent alternative to boost the economy in various countries, including Indonesia which has tourist villages with beautiful, natural panoramas, cool tropical air, and friendly attitude people. Tourism is an activity that must bring its own happiness because tourists want to travel to the destination area or country. If tourists traveling get troublesome things, then it is certain that the tour is not happy. It happens due to various reasons, such as insufficient funds, inadequate transportation, difficult access to tourist attractions, lack of security and comfort when boarding modes of transportation or lodging.

Tour trips have conditions such as: (1) travel at their own will, or the results of discussions with friends and have been mutually agreed upon, (2) trips that are made at least one day (3) aims to get non-income pleasure from working in the countries/regions visited (4) purchase transactions as customers who spend their money (Setijawan, 2018).

In connection with tourism activities in Indonesia to attract the attention and interest of foreign tourists, the central government created and implemented a tourism promotion program entitled Wonderful Indonesia. Wonderful Indonesia aims to introduce Indonesian tourism to attract foreign tourists to visit (Bazher, 2016). There was a tourism ministry program that given to tourism business actors and community in tourist destinations by conducting counseling "Tourism Awareness - Sapta Pesona". It was done to improve services and tourist comfort. Increasing tourist visits, of course, can also increase the income of business actors, such as homestay owners, transportation, culinary, souvenirs, and others. If the community is creative, then there will be many job opportunities (Hariyanto, 2017).

Indonesian culture has hospitality in almost all tourist destinations. One of the provinces that have the potential to attract beautiful nature, namely the province of Central Java, is strategically located close to the Special Region of Yogyakarta which is well known in foreign countries (Mustofa & Haryati, 2018). Central Java is a province on the island of Java which has twenty-nine Regencies and six Cities. Tourism development in Central Java wants self-

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reliant rural, and to produce local community products (Ningrum & Amalia, 2019). The tourism sector in Central Java received the 2019 Indonesia Attractiveness Award (IAA) Gold for the Large Province Category, from Frontier Group & Tempo Media Group based on the existence of a tourism attraction that has potential for development that is still open with global tourist objects, namely Borobudur temple so that it becomes one of the leading tourism icon in Indonesia (Prahara, 2021).

Borobudur Temple is located in the village of Borobudur, Magelang, Central Java, and is a Buddhist temple that is visited a lot on Vesak Day. On other days it is visited by many domestic and foreign tourists (Wedatama & Mardiansjah, 2018). In fulfilling a large number of tourist visits, affordable lodging was needed. At the same time can increase the resident's income, so resident houses were transformed by renting out empty rooms worthy of lodging for tourists. It was called a homestay (Mustika, 2020).

The homestay is an alternative tourism product because it is a medium to see the life and daily activities of the local resident. Homestay has been known as one of the ways to provide lodging for tourists with quite an affordable budget (Mustika & Habibie, 2017). Homestay in Borobudur Village, before the construction of residents' houses assisted by PUPR (Ministry of Public Works and Public Housing), was only managed by homeowners with makeshift housing state because Borobudur has been one of the Five Super Priority Tourism Destinations, so there was assistance to renovate community's houses (Nurbaeti et al., 2022). There is a good relationship between guests and homestay owners, namely providing information about interesting tourist attractions to visit, delicious food stalls to taste, learning to cook local food, and seeing and even being able to participate in local community activities (Sthapit & Jiménez-Barreto, 2018).

The local community is the main thing in the rural tourism development process because the activities of daily life in the village are the basic reason for tourists to travel (Gidebo, 2019). Attitudes can be divided into three main components, cognitive, affective, and behavioral. The cognitive refers to one's knowledge and belief in an object. The affective leads to feelings towards an object, while the behavioral is the tendency to act in certain behaviors related to attitudes (Chin et al., 2018). The attitude of the local community can help develop their village into a sustainable tourism village in terms of the economy, social, and environment by changing the mind-set and participating in every activity related to tourism.

Developing sustainable tourism village has three aspects: economic, social, and environmental. In the economic dimension, it seeks to increase economic growth and fight poverty. On the social dimension, improving the quality education and improving community services. While the environmental dimension seeks to reduce and prevent pollution and waste management (Pertiwi, 2021).

Chin et al in 2018 found that it was important to study the local community's attitude toward rural tourism development because the level of their support and involvement will contribute to the success and failure of rural tourism development. The positive attitude of the community can increase the success of developing sustainable tourism villages (Chin et al., 2018). Peters et al in 2018 found his researched aims to analyze, study, and describe tourism's impact accept the local community's perceptions, determine the attitude of local people, and ultimately lead to active or passive support or supportive actions (Peters et al., 2018). Rahmat and Cahyadi in 2019 found in getting answers to what causes a village to develop properly and rapidly. It turned out that there was idea generation, idea promotion, work concept development, and marketing evaluation (Rahmat & Cahyadi, 2019).

Based on the explanation, there were a formulation of the following statements: 1) what was the community's attitude (including homestay owners) when tourists stay? 2) was there any influence on the community's attitude (including homestay owners) towards sustainable tourism villages in homestays in Borobudur Village, Magelang, and Central Java, Indonesia?

The purpose of study to 1) Describe the community's attitude (including homestay owners) when tourists stay. 2) Analyze of the influence on the community's attitude (including homestay owners) towards sustainable tourism villages in homestays in Borobudur Village, Magelang, and Central Java, Indonesia.

Methodology

Data Collection and Participants

The research used a quantitative approach. Respondents were two hundreds thirty and four tourists through purposive sampling with the criteria of tourists who had stayed at homestays in the Borobudur area. There were several obstacles: three hundreds respondents were not reached. They refuse to fill out questionnaires or interviews because they are not bothered, and some tourists are in a hurry to carry out their official duties.

Researchers distributed questionnaires directly to the guests who stayed overnight to obtain primary data. The questionnaire was by the number of variables and indicators. Community attitudes were independent variables with indicators cognitive, effective, and conative. Sustainable tourism village was the dependent variable with indicators: economic, social, and environment. Researchers collected data through surveys, distributed questionnaires, and in-depth interviews during FGDs, and processed and analyzed data quantitatively to produce a homestay management model.

Location of Research

The research's location was engaged in Borobudur Area, Magelang, and Central Java, Indonesia. Tourists visiting the Borobudur temple can visit four other tourist spots, "Swarga Bumi" is a rice field that is used as a place for selfies by providing more than twenty spots for taking pictures. Going up the hill there is "Punthuk Setumbu" to see sunrise and sunset. Besides, there is "Bukit Rhema" even though the shape of the building is similar to pigeons, local people introduce it as the Chicken Church. Apart from praying, you can see beautiful scenery.

The location was chosen in Borobudur Area because: 1) it has been the government's target in increasing tourist's foreign visits: New Bali in 2017 and Super Priority Destinations in 2018. It means the Borobudur area will be like Bali's island, which is toured by many foreign tourists. 2) There is a house renovation with help from PUPR to become a place to stay for tourists who come to the Borobudur area. The house is used as a homestay. The hallmark of a homestay is uniformity in the color of the paint on the house's wall with the PUPR and Bank Jateng logos. 3) The government's target of increasing domestic tourist visits was to build a toll road project in the golden triangle area: JOGLOSEMAR (Yogyakarta, Solo, and Semarang). The existence of the toll road speeds up the travel time of tourists from Semarang to the Borobudur area.

Results

We found the characteristics of respondent in ²⁸ Table 1.

Table 1. The Respondents' characteristics

The Respondents' characteristics		N (234)
Gender	Male	134/57,3%
	Female	100/42,7%
Age	15 – 38 year	122/52,1%
	39 – >52 year	112/47,9%
Domicile	Java	111/47,4%
	D.I Yogyakarta	20/8,5%
	DKI Jakarta	70/29,9%
	Outside Java, Jakarta and Yogya	33/12,5%
	Total	234/100%

Source: Results of Data Processing, 2022

Based on Table 1, the total of respondents are two hundreds thirty and four (234) person. There were 57,3% of male with one hundred thirty and four (134) respondents and 42,7% of female with one hundreds (100) respondents. Most ages is 39 – >52 years old with 47,9% or one hundred and twelve (121) respondents, and 15-38 years old with 52,1% or one hundred twenty and two (122) respondents. Most domiciles came from Java with 47% or one hundred and eleven (111) respondents, DKI Jakarta with 29,9% or seventy (70) respondents, outside Java, a ²⁰ D.I. Yogyakarta with 8,5% or twenty (20) respondents.

If r count was greater than r table or the p or sig value < 0.05, then the statement is valid (Marliana, 2019). The community attitude variable was three indicators: Cognitive with 0.895, Affective with 0.839, and Conative 0.695. The variable of sustainable tourism village was three indicators: the Economy with 0.838, the Social with 0.900, and the Environment with 0.783. All the indicators were declared valid. The research variable can be declared reliable if the Composite Reliability value is > 0.70 (Setyaningsih, 2020). The Community Attitude with 0.853 and Sustainable Tourism Village 0.879 which is declared reliable research.

The Mean for community attitudes was 4,752, which meant the community have a good attitude and friendly toward tourists who stayed at homestays. The Mean of the tourist village was 4.7882. The Borobudur area can be categorized as a sustainable tourism village.

Table 2. The Correlation Test

	Sustainable Tourism Village (Y)	Community Attitude (X)
Sustainable Tourism Village (Y)	1.000	0.721
Community Attitude (X)	0.721	1.000

Source: Results of Data Processing, 2022

Table 2 showed the correlation for the community attitude variable with a sustainable tourism village was 0.721. It showed a positive and strong relationship between community attitudes and sustainable tourism village.

Table 3. The hypothesis

Hypothesis	Variables	T Statistics	P Values	Significance	Conclude
H1 ₂₂	Community Attitude → Sustainable Tourism Village	3.201	0.001	0.05	Accepted

Source: Results of Data Processing, 2022

Table 3 showed that H1 between Community Attitude on Sustainable Tourism Village had a significant effect with a statistical T value of 3,201 and the hypothesis was accepted.

Discussion

Community Attitude

Based on the result, the Mean of community attitudes was 4,752, which meant the community have a good attitude and friendly toward tourists who stayed at homestays. Tourists believed that the community (including homestay owners) understood how to serve them to fulfil their needs, such as they provided breakfast by introducing food, drinks, and snacks typical of Magelang, information on tourist attractions, and even accompanying them to go there. They show Javanese culture with gestures during a conversation with guests, such as showing their thumb, when pointing at something, inviting guests to enter with a slight bow, saying "Dalem" as a substitute for "I" or a substitute for "what" depending on the previous sentence. The homestay owner gave a solution for tourists who need traditional massages for their fitness or to relieve pain due to sprains, colds, fatigue, and so on.

The crosstab of the tourist's domicile towards community attitudes, seventy (70) tourists were domiciled from DKI Jakarta which produces the highest score for the perspective of the community that was friendly to tourists who stayed overnight. Then one hundred and eleven (111) tourists from Java, Twenty (20) tourists from Jogjakarta, and thirty and tree (33) tourists from Kalimantan, Sumatra, and its surroundings. Most tourists, already know community friendliness and homestay owners are a hallmark of Indonesian culture, especially Java, which has become a hereditary custom, so this friendly culture can be used as local wisdom.

Gidebo (2019) in a previous study stated that advanced tourism has many homestays, so the local community must have a good attitude and friendly person in receiving guests who visit their area. The local community is the main thing in the process of developing a tourist village because the activities of daily life in the village are the basic reason for tourists travel (Gidebo, 2019).

Another opinion from Chin et al (2018), said that the community's positive attitude toward the development of a tourist village drove the success of the destination. It was necessary to study the community's positive attitude towards rural tourism development because the level of their support and involvement will contribute to the success and failure of rural tourism development (Chin et al., 2018).

The results of the attitude analysis using the Ideal Point Model from Yusendra (2016) found that Bali was a tourist destination with the best interpretation of tourist attitudes and ranked first, the city that gets the title of people who have a very good attitude is Yogyakarta. Cities that get the title of good community attitude are Bandung, Solo, Surabaya, and Semarang. Meanwhile, the attitude of the people in Palembang and Lampung received an ordinary title (Yusendra, 2016). Based on that research, the community of the Borobudur area learn to show a friendly, kind, and helpful attitude like the people of Bali, which has become a famous tourist spot throughout the world.

Community Attitude on Sustainable Tourism Village

Regarding Table 2 showed the correlation for the community attitude variable with a sustainable tourism village was 0.721. It showed a strong relationship between community attitudes and a sustainable tourism village. The coefficient of determination with a value of 0.333 (33.3%). It showed a positive and significant influence on the community's attitudes towards sustainable tourism villages. The remaining 66.7% was influenced by other variables not examined, for example service quality, decision to re-stay, local wisdom, marketing, social media and others.

The community's attitudes (including homestay owners) in Borobudur Village influence the sustainability of tourism villages. Tourists who come of various ages, gender, and types of work favor the attitude of the community (the homestay owner) was full of hospitality. Tourists wanted the activeness of community to a welcoming them, and have good interactions. This friendly nature was not only a means to attract tourists but also a means to make tourists feel comfortable in destinations in Indonesia. This can have a good impact, where tourists will feel at home lingering here. Their attitude will supports sustainability in the tourist village. The higher the attitude of support from homestay owners towards the sustainability of the tourism village, the higher their income and the more prosperous their social life, also the environment will be maintained.

The results of this study were supported by the opinion of Muresan et al (2016): local communities have an important role in the tourism sector, being a key element in developing future tourism strategies by underlining that communities must be active in the tourism development process to make a sustainable tourism village. The greater the perceived economic value, the more socio-cultural and environmental benefits, and the higher the support from local communities in building future tourism strategies (Muresan et al., 2016).

Another opinion by Gideobo (2018), the previous study stated that advanced tourism has many homestays, so the local community must have a good attitude and friendly person in receiving guests who visit their area. The local community is the main thing in the process of developing a tourist village because the activities of daily life in the village are the primary reason for tourists' travel (Gidebo, 2019).

Lo et al (2012) said that one way to encourage tourism development in a tourist village to be sustainable was in a potential way, namely educating local people to promote "Friendly Tourism" in welcoming and serving tourists, it has an impact positive in developing a sustainable tourism village (Lo et al., 2012).

Hariyanto (2017) said in maintaining the sustainability and development of village tourism in an effective manner sustainable required human resources with the character of "tourism awareness and can apply "Sapta Pesona" (Hariyanto, 2017).

Conclusions

The research's location was engaged in Borobudur Area, Magelang, and Central Java, Indonesia. The research used a quantitative approach. Respondents were 234 tourists through purposive sampling. The community's attitudes with cognitive, affective, and conative indicators. Sustainable tourism villages with economic, social, and environmental indicators the Mean of community attitudes was 4,752, which meant the community has good behavior and is friendly toward tourists who slept at homestays. Tourists believed that the community (including homestay owners) understood how to serve them to fulfill their demands. There was a strong relationship, a positive and significant influence on the community's attitudes towards sustainable tourism villages with a value of 33, 3%. 66.7% was influenced by other variables not examined, for example, service quality, decision to re-stay, local wisdom, marketing, social media, and others.

Implications

The research's implications: increasing knowledge and improving written sources for other researchers to conduct further research on homestay development models as a theoretical basis and source of reference for further study by adding insight into the information that will be obtained about community attitudes and sustainable tourism villages.

Recommendations

Suggestions for other researchers, to examine other variables that can influence a sustainable tourism village with service quality, decision to re-stay, local wisdom, marketing, social media, and others. At the time of administering the questionnaire to tourists, it is ensured that tourists are relaxed at the homestay, so they are not in a hurry to fill out the questionnaire or can also help fill it out after knowing the answers from tourists.

Suggestions for the community, homestay owners, and local governments in addition to hospitality, to provide quality services, attractive attractions around the homestay, and ease of transportation, so that visiting tourists have beautiful memories so they can share their experiences with others (mouth promotion). Suggestions for the community, homestay owners, and local governments in maintaining the sustainability and development of village tourism in an effective manner sustainable required human resources with the character of "tourism awareness and can apply "Sapta Pesona" conducting training by inviting reliable resource persons in developing rural tourism, both from the central government, the ministry of tourism, and from tourism campuses.

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