

## **ANALYSIS OF HOMESTAY GUIDELINES AND *STAKEHOLDER ENGAGEMENT AS COMMUNITY BASED TOURISM***

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### **ABSTRACT**

Labuan Bajo is one of the destinations chosen as a super priority destination located in the province of East Nusa Tenggara. The data obtained from the results of the study were 42% of guests stayed at homestays for 1-2 nights and 39% never had a guest. The study used a qualitative approach to analyze the guidelines for cottage management according to local culture. Homestay owners, regulators, and other stakeholders do not yet have awareness of the need to develop guidelines for homestay management practices. The tourism sector can open access to employment for all and improve the local economy so that it can contribute to the creation of sustainable development goals (SDGs 8). All these aspects can be achieved if all stakeholders work together because with partnerships, common goals will be achieved more optimally.

**Keywords:** homestay, *community-based tourism*, *homestay management guide*

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### **INTRODUCTION**

The level of tourist visits in Asia Pacific has decreased during the COVID-19 pandemic from January to September 2021 with a figure reaching 94.6%, while Southeast Asia in the same period reached 98%. Meanwhile, Asia Pacific's GDP as a barometer of China, South Korea, Hong Kong, even at 5.5% in 2019, has decreased to the level of 0% in 2020 (UNWTO, 2022b).

The Indonesian government targets the number of visits to reach more than seven million visits by 2023 (Kumparan, 2022). The target is set based on the number of tourist visits in 2022 which has increased significantly after the COVID-19 pandemic (Naramski et al., 2022). And to meet the needs of such many tourists, Indonesia must prepare accommodation that is fast but still has appeal. Therefore, the best solution chosen by the Ministry of Tourism and Creative Economy in synergy with other ministries is the strategy of developing tourist huts or commonly known as homestays.

Labuan Bajo was chosen to further increase Indonesia's ranking which rose to rank 40 in 2019 from 70th in the previous year. Labuan Bajo was chosen as one of the 5 super priority tourism destinations because Labuan Bajo is the habitat of an ancient giant lizard named Komodo, as one of the 7 natural wonders of the world (New 7 wonders of Nature). Even before the COVID-19 pandemic, in 2019, the number of tourist visits to Labuan Bajo reached 256,171 tourists. And as is the case in all tourist destinations in the world, during the COVID-19 pandemic in early 2020 the number of tourists who visited was only 44,000 visits. This destination experienced a sharp decline until it reached 80% (RI, 2021).

To increase local community involvement, in 2019 the government has targeted the development of 2000 tourist villages in ten priority destinations in Indonesia as well as the development of 100,000 tourist huts/homestays. From this target, Labuan Bajo received a quota of 119 tourist huts/homestays that received financial assistance from the government for

rehabilitation and renovation with funds reaching Rp.28,541,868,000. Of the 119 tourist huts that received assistance, only 13.45% or 16 tourist huts/homestays were actively operating. Referring to this percentage, it can be seen that the impact of government assistance is less effective. Some of the main factors that influence the success of homestay management. According to Nguyen & Vo (2018), there are 5 success factors for homestay management, namely (1) homestay infrastructure (2) environment (3) quality assurance (4) security and safety (5) comfort (<https://kastara.id/18/05/2017>, n.d.). The many problems that occur in homestay management are needed, so there is a need for homestay management guidelines to tourist cottage owners so that tourist huts can operate optimally.

The 3 homestay management guides that are commonly known today are the ASEAN standard guide (ASEAN, 2016). The Indecon Guide (Indecon, 2019) and the management guide of the Ministry of Tourism and Creative Economy. The guide that is the reference for homestays in Labuan Bajo, refers to the national guidelines issued by the Ministry of Tourism and Creative Economy (Prasyanti et al., 2018). Referring to several studies, the main challenges in homestay development are: the indicators used in the homestay standard guidelines have not accommodated local wisdom, location, limited human resources of local communities, local culture and policies of smaller regional authorities (local governments/village governments). With the many challenges mentioned above, the right strategy is needed to ensure the sustainability of homestays (Birrul et al., 2020)

In addition to management guidelines, one of the main supporting factors for the success of homestay as a business is how the *marketing strategy* is carried out so that homestays can have competitiveness amid the proliferation of other types of lodging such as hotels, guest houses, floating hotels or liveaboard. The concept of marketing mix with 7P consisting of *Product, price, place, promotion, people, process and physical evidence* becomes relevant in marketing homestays (Jain, 2013).

## **METHOD**

This study uses a qualitative approach with participant observation and in-depth interview techniques to analyze guidelines for managing tourist huts in accordance with local culture

In addition, this study also analyzes the role of stakeholders in making implementation guidelines and financing support provided by other parties including the government in the construction and operation of tourist huts.

### **This research was analyzed using content analysis**

Primary data obtained from the results of in-depth interviews conducted by researchers to tourist cottage owners

Meanwhile, secondary data was obtained from data taken from the West Manggarai Regency Tourism Office, reports, online and offline news and literature related to this research topic.

### **Research and Measurement Variables**

The variables used in this study consist of: categories of tourist huts, management of tourist huts, preparation of standards for homestay management practices, involvement of stakeholders, Conformity of guidelines for homestay management practices, challenges faced by homestay managers, homestay management strategies, homestay sustainability and SDG achievement.

The technique of determining samples using purposive sampling with the sample criteria is:

1. Observation

Observations were made on 119 homestays recorded in the government and then selected 38 homestays (31% of the population) consisting of 16 active homestays and 22 inactive homestays from the government version. The observation technique carried out is frank or disguised observation.

2. Interviews

In-depth interviews were conducted with 38 homestay owners who had been screened based on their willingness to be interviewed and relatively more accessible locations by researchers. In-depth interviews were also conducted with regulators in this case the village government and tourism and culture offices of West Manggarai Regency as well as the Labuan Bajo Flores Tourism Authority Agency (BPOLF)

3. Documentation.

Documentation techniques are also carried out by researchers to see the past before Labuan Bajo became a super priority destination as it is today.

4. Triangulation

Triangulation techniques are also used by researchers to enrich data sources

### **Analysis Methods**

To analyze the findings related to the development of the tourist cottage business, this study uses analytical content. Content analysis is a research technique to obtain a systematic, objective and qualitative description of results (Darmiyati Zuchdi & Afifah, 2021). This technique is carried out by analyzing the results of interviews and related data sourced from the government and tourist cottage owners. Some of the reasons why the analysis content method used are: (1) data communicated to the researcher (2) data context (3) researcher's knowledge of the problem under study.

## **RESULTS AND DISCUSSION**

### **Description of the object of study**

Labuan Bajo was chosen as one of the 5 super priority destinations due to several factors. Apart from being the entrance to Komodo National Park which is home to an ancient giant lizard named Komodo, as one of the 7 natural wonders of the world (*New 7 wonders of Nature*), which is also one of the world heritage sites, Labuan Bajo waters are surrounded by several beaches that have gone global. Such as padar beach and pink beach, along with many other natural wealth. Administratively, Labuan Bajo is located in West Manggarai regency, East Nusa Tenggara province with a total population of 55,058 people. The transformation of Labuan Bajo fishing village into a super priority destination is strengthened by government regulation no. 50 of 2011 concerning the national tourism development master plan 2010-2025 (PR Government Manggarai West, 2020).

In order to accelerate the readiness of destinations, a Tourism Authority Agency was formed, better known as BPOLF or the Labuan Bajo Flores Tourism Authority Agency with function as a cross-sectoral coordinating body. This is one of the prerequisites for sustainable destination management (Ministry of Tourism and Creative Economy, 2021). The 7 main

things of the president's direction to accelerate destination readiness are (1) regional arrangement, (2) infrastructure readiness, (3) preparation of human resources, participation of micro, small and medium enterprises (MSMEs) and strengthening of local content, (4) handling of waste, (5) availability of raw water (6) tourist safety (7) integrated promotion (PR Government Manggarai West, 2020)

Labuan Bajo is also a multi-ethnic and religious city that still upholds the cultural and religious customs of each ethnicity strictly. From a certain point of view, this can be the strength of the destination. However, this power, if not managed properly, also has the potential to be a threat. While the weakness of this destination is because it is located a little far from international airports so that the access factor that affects the length of stay is also the main challenge for this destination to be able to compete with similar destinations such as Lombok and Bali which for decades have been famous as favorite destinations for tourists in Indonesia (Rudiyanto Roseven et al., 2022).

### **Ethnic background**

Historically the name Labuan Bajo means Labuhan Bajo, Bajo tribal port, Sulawesi. The arrival of the sailors of the Bajo tribe brought with them the Bugis and Bima tribes who were predominantly Muslim. In the past, Labuan Bajo was a fishing village. Significant changes in livelihoods began to occur after the Komodo 2013 sail event. Where the sea and air ports have changed to accommodate larger flights and ships. The massive infrastructure development has changed the perspective of fishermen in Labuan Bajo, that there are big plans to come to this region. During sail Komodo 2013, hundreds of houses changed their function to homestays to accommodate the arrival of guests in order to support the success of the event. Sail Komodo is a milestone in the history of Labuan Bajo's transformation into a destination that is widely known in Indonesia and internationally. This event also introduced the homestay business to a wider circle.

The tribal background of the owner of the tourist hut is also included in the researcher's assessment because in compiling guidelines and codes of ethics for culture as well as the provision of food, the tribal and religious background of the owner of the tourist hut will participate in influencing which market will be the marketing destination of the tourist hut. Details of the background of the tribe can be seen from the table below. For example, the issue of dressing. In the Flores ethnicity, whose traditional male clothing is almost all shirtless, the ethical problem of clothing will be relatively *more adaptable* compared to the Bajo Bugis Bima ethnicity, and this of course must be regulated in the code of ethics for how tourists dress during their stay at the tourist lodge. So is the food issue. Tourist huts owned by the Flores ethnicity can generally use pork as a meal menu if desired by guests. Details of the ethnicity of the owners of tourist huts can also be seen in the table below.

***Table 71 Ethnic background of respondents***

| Ethnic group | Number of respondents | Percentage |
|--------------|-----------------------|------------|
| Bugis        | 19                    | 55,3%      |

|       |        |   |       |
|-------|--------|---|-------|
|       | Bajo   | 8 | 21,1% |
| Total | Flores | 9 | 23,7% |

The category of houses as tourist huts / homestays refers to the homestay standards of the Ministry of Tourism and Creative Economy

As the main attraction, Komodo National Park is still the spotlight of tourist visits to Labuan Bajo. Changes in people's sources of income within the region and outside also adjust to market patterns. Many fishing boats turned into tourist boats, as well as fishing houses turned into inns. The trend of staying in Labuan Bajo apart from conventional lodgings that we have known for a long time such as hotels with various choices of facilities and the like, Labuan Bajo destinations also offer lodging in the form of *Liveaboard* or lodging provided in tourist ships, as well as floating hotels. In the president's direction, tourist huts as an alternative lodging as one of the business segments with MSME capital are not specifically mentioned, but in 2021, in order to support homestay MSMEs, the government provides financial support for the establishment and development of 119 homestays in the Labuan Bajo destination area Based on this data from 119 recipient homestays, only 16 tourist huts are included in the category of active tourist huts (Service Tourism and Culture Kab Manggarai West, 2022).

**Table 8 Homestay standards Ministry of Tourism and Creative Economy 20182**

|           | Description | Guide   | Findings   |
|-----------|-------------|---|--|
| Criterion | Manager     | <i>Community-based tourism</i>  | 100% of respondents answered that homestays are managed individually.  |
|           | Building    | Nusantara Architecture  | The Bajo, Bugis and Bima tribes have a cultural roofing character, owners with flores ethnicity do not include cultural ornaments in homestay buildings  |
|           | Facilities  | At most 5 rooms are rented out in 1 house. Minimum room area 3x3m2<br>Minimum mattress width 120x200cm, plain white bed sheet, plain blanket, white towel, trash can, power source, bathroom, trash can, clothes hanger, toilet (minimum squat toilet), kitchen | 64% of respondents only rented out 1 room. As many as 3 respondents or 8.3% rented out 3 rooms for rent. All respondents did not know the standard room size, color and bed size. The average room is more than 3x3 in size but there are some rooms that do not have a mattress |
|           | Interaction | Interaction is a uniqueness that distinguishes homestays from other types of lodging  | Lack of interaction due to several factors, namely, the manager's lack of  |

|                        |             |  |  |
|------------------------|-------------|--|--|
|                        |             |  | knowledge about the definition of homestay, lack of foreign language skills and lack of training for capacity building   |
| Management             | Governance  | Openness<br>Transparency<br>Accountability<br>Marineness<br>Fairness and equality  | The management of homestays are all still managed individually. The aspects of governance that have been fulfilled are independence and equality.  |
|                        | Skills      | Language<br>Guiding  | As seen in the table that there are obstacles in the interaction element due to the lack of language skills of the homestay manager. Guiding training should be an advanced step after foreign language skills are mastered. |
|                        | Hospitality | Service  | Homestay services are only limited to providing rooms. The increase in the local economy from this sector is not optimal when compared to the business opportunities brought in from the tourism business.                   |
|                        | Marketing   | Pokdarwis,<br>Kemepar  | Bumdes, Individual, online platform  |
| Management Standards   | Criterion   | 1. Facilities<br>2. Services<br>3. Location  | Not located in a tourist village. Has a sea view   |
|                        | Method      | Operational  |  |
|                        | Process     | good planning, direction, control, resource utilization  | In its implementation, homestays in Labuan Bajo do not go through the correct process. Lack of careful planning, without direction and control, and utilization leads to suboptimal results. This can be seen in the table   |
| Stakeholder engagement | Partnership | Partnerships are arranged in the guidance of the Ministry of Tourism and creative economy in the management department, namely by involving Pokdarwis. While | In its implementation, the partnership has not run optimally because there is no awareness about the importance of partnerships in order to improve  |

|            |  |  |  |
|------------|--|--|--|
|            |  | in ASEAN standards are regulated in the section on promotion and marketing as well as capacity building, especially about security and safety  | governance and more optimal management. This study found that 77.8% of homestay managers were unaware of the existence of a homestay association and used the association for the benefit of improving homestay management. 22% of respondents knew there was a homestay association but 75% decided not to become a member. |
|            | Training   | In order to increase the capacity of homestay management, training is needed in accordance with good and correct operating standards.  | 83.8% of respondents stated that they had never received training on homestay management or training in CHSE skills and application  |
|            | Designing guides   | In order to design a homestay management guide that accommodates socio-cultural and environmental economic aspects, guidelines must be prepared by involving relevant stakeholders.              | 91.1% of respondents said they had never designed a guide with other tourism stakeholders. 8.1% answered ever.   |
| Conformity | Attractions, access, amenities, ancillary, and community | The implementation of the guidelines is expected to be able to adjust to the 5 elements of the destination so that the guidelines made become guidelines in order to achieve sustainable tourism | 8.1% of respondents who were asked about guidelines that had been made together with other stakeholders replied that they did not remember the details of the guidelines made because they were never discussed with guests nor were they pasted on homestays.   |
| Challenge  | Management   | Leadership<br>Organisation<br>Database<br>Capacity Building and Training<br>Collaboration  | From the results of structured interviews conducted, 100% of respondents answered management is carried out individually so that ideal governance is not carried out   |
|            | TBSP   | Manager capacity   | From the results of this study, it can be seen that 50% of the education of  |

|                   |                       |   |  |
|-------------------|-----------------------|---|--|
|                   |                       |   | homestay managers is elementary school, 7.9% is undergraduate. The rest are educated in high school and junior high school   |
|                   | Attractions           | Homestay relationship with attraction manager   | The existence of a homestay business in Labuan Bajo is because Labuan Bajo is a port city where tourists stay before traveling to Komodo National Park   |
|                   | Access                | Accessible four-wheeled mode, easy to find (google)   | All homestays studied have four-wheeled access and have internet access  |
|                   | Amenity               | Has roads, electricity, drinking water, internet access   | All homestays have roads, drinking water, electricity and internet   |
|                   | Ancillary             | The existence of other services provided by homestay managers   | Ancillary homestays are mostly tours or tour packages and laundry  |
|                   | Community             | As a guard who carries out the function of control over the development and risks of the destination                      | The community does not play an active role according to its function and hands over the control function to the local government as a regulator  |
| Sustainability    | Economic aspect       | Employment increases, incomes increase  | The results of this study prove that the homestay business creates jobs for all groups, including those with basic education. This directly supports equitable distribution and economic improvement |
|                   | Social aspects        | Improved well-being   |  |
|                   | Environmental Aspects | - Waste Management, conservation<br>- energy efficiency<br>- Understand about potential disasters and mitigation measures | All homestays have access to solid and liquid waste management<br>- Have no knowledge of disaster risk and mitigation plans  |
| SDGS Achievements | SDGs 1                | Poverty alleviation   | Homestay business contributes to poverty alleviation with new economic opportunities   |
|                   | SDGs 8                | Economic improvement and decent work  | The results of this study prove that the homestay business creates jobs for all groups, including those  |

|         |                               |        |     |  |
|---------|-------------------------------|--------|-----|--|
|         |                               |        |     | with basic education. This directly supports equitable distribution and economic improvement   |
| SDGs 11 | Sustainable communities       | cities | and | The results of the study show the contribution of the homestay business to SDGs 11, because as a tourism business, one of the elements that must be fulfilled is the existence of a community as actors and guardians so that tourism can have a long-term positive impact on the economy, social and culture. Sustainable communities will have an impact on sustainable cities.  |
| SDGs 17 | partnerships to achieve goals |        |     | In its implementation, the partnership has not run optimally because there is no awareness about the importance of partnerships in order to improve governance and more optimal management. This study found that 77.8% of homestay managers were unaware of the existence of a homestay association and used the association for the benefit of improving homestay management. 22% of respondents knew there was a homestay association but 75% decided not to become a member. |

A guide to the management of standard homestays of the Ministry of Tourism and Creative Economy in accommodating aspects of the relationship between socio-cultural and environmental interactions between tourists and homeowners.

One of the important factors in interaction and communication is language acquisition. Unlike homestays in France where tourists are expected to speak French, in Indonesia in fact, service providers are expected to be able to speak foreign languages, at least English in order to communicate with guests or homestay visitors. As explained earlier, the strength or

uniqueness of a homestay is the experience of interaction with the host. In table 9 below, it can be seen that 89% of homestay owners interviewed do not speak English and only 4 or 11% have foreign language skills.

**Table 93 Communication skills in foreign languages**

| Mastery of a foreign language | Number of repondents | Percentage |
|-------------------------------|----------------------|------------|
| English                       | 4                    | 11%        |
| Not in a foreign language     | 34                   | 89         |
| Total                         | 38                   | 100%       |

The process of involving stakeholders in the implementation of standard guidelines for the Ministry of Tourism and Creative Economy, related to the relationship between tourist interaction and the community.

As many as 83.8% of homestay owners have never received training on homestay management after receiving funding assistance not accompanied by capacity building. Even from the results of in-depth interviews, 100% of homestay owners do not even have knowledge of what is the difference between homestay and guest houses or boarding houses. This causes there to be a rented room at a monthly price with a homestay design that does not blend with the life of the homeowner.

Of the 38 respondents interviewed, only 7 respondents or 16.2% had received training on the application of CHSE. English, and service. This can certainly cause a very bad impact on the destination. In this post-pandemic period, the implementation of CHSE is a must, so that our destinations compete with other destinations. The implementation of the CHSE standard is a very crucial and urgent issue that must be done (Kusherdiana et al., t.t.).

**Table 104 Training/capacity building**

| Have received training | Sum Respondents | Percentage |
|------------------------|-----------------|------------|
| Never                  | 30              | 83,8%      |
| Ever                   | 7               | 16,2%      |
| Sum                    | 38              | 100%       |

Conformity of homestay management practice guidelines with the attractions, access, amenities, and *ancillaries* of a destination in meeting the criteria as community-based *tourism (CBT)*.

To find out whether the capital for the construction and development of tourist huts is in accordance with data obtained from the Tourism and Culture Office, researchers received information that 65.8% of tourist cottage owners did not get financial assistance from the government and 34.2% at their own expense. This data is directly related to the number of homestays that are actively operating. Based on data from the government, 16 homestays are actively operating.

The success of homestays in ASEAN depends quite heavily on the quality of understanding of the basic requirements of the visitor experience from the perspective of guests. The standard also facilitates a coordinated approach, encourages partnerships with relevant stakeholders, revitalizes the village economy, and participates in poverty alleviation. The assessment committee will conduct an assessment within their jurisdiction and will submit a report to the ASEAN homestay certification body in each country. Table 12 below will explain the checklist of standard audits of homestays in the ASEAN region (ASEAN, 2016).

**Table 12 ASEAN homestay standard audit checklist**

| Criterion |                      | Sub Criteria |   |
|-----------|----------------------|--------------|---|
| 1         | Host                 | 1            | Tourist villages and communities                |
|           |                      | 2            | Homestay manager                                |
| 2         | Accommodation        | 3            | House building                                  |
|           |                      | 4            | Bedroom   |
|           |                      | 5            | Bathroom and WC                                 |
| 3         | Activities           | 6            | Villages and community-based activities         |
|           |                      | 7            | Activities in the surrounding area              |
|           |                      | 8            | Authenticity                                    |
| 4         | Management           | 9            | Leadership                                      |
|           |                      | 10           | Organization                                    |
|           |                      | 11           | Database  |
|           |                      | 12           | Capacity building and training                  |
|           |                      | 13           | Collaboration                                   |
| 5         | Location             | 14           | Access  |
| 6         | Hygienic and hygiene | 15           | Home (kitchen, bedroom, wc and bathroom)        |
|           |                      | 16           | The yard around the house                       |
|           |                      | 17           | Food serving                                    |
| 7         | Safety and security  | 18           | Safety training                                 |
|           |                      | 19           | Safety aspects of facilities and activities     |
|           |                      | 20           | Information about safety aspects and procedures |
|           |                      | 21           | Rescue in emergency conditions                  |
| 8         | Marketing            | 22           | Promotion of activities                         |
|           |                      | 23           | Partnership with <i>Tour Operator</i>           |
|           |                      | 24           | <i>Web marketing</i> /online marketing          |
| 9         |                      | 25           | Economic sustainability                         |

|                |    |                               |
|----------------|----|-------------------------------|
| Sustainability | 26 | Environmental sustainability  |
| Principles     | 27 | Socio-cultural sustainability |

The challenges faced by homestay managers in applying standard management guidelines

One of the challenges faced by homestay managers is the lack of funding to build, develop or add homestay facilities to become more qualified. From table 11 below, it can be explained that the majority of homestays are built with self-funding. This does not correspond to the initial data. Based on preliminary data, all homestays interviewed were homestays that received funding assistance from the government.

**Table 115 Homestay funding sources**

| Other parties' funding sources | Sum Respondents | Persetage |
|--------------------------------|-----------------|-----------|
| Not                            | 25              | 65,8%     |
| Yes                            | 13              | 34,2%     |
| Total                          | 38              | 100%      |

Table 12 below explains that 83.8% of homestays stand on their own or family initiative. Meanwhile, 16.2% is on this government initiative. This shows that there is awareness at the community level to take part in the development of tourism in Labuan Bajo. This awareness is also supported by the funding support disbursed by the government in the construction and development of homestays in the region. The current challenge is how the funding support is accompanied by capacity building support so that community businesses in the form of homestays can provide maximum benefits to homestay managers and their communities.

**Table 12 Homestay business initiatives6**

| Homestay business initiatives | Sum Respondents | Persetage |
|-------------------------------|-----------------|-----------|
| Family                        | 31              | 83,8%     |
| Government                    | 6               | 16,2%     |
| Total                         | 38              | 100%      |

## **DISCUSSION**

Based on the presentation of the findings that have been described above, the results of this study can be explained as follows:

1. Referring to the criteria set, both in the guidelines issued by the Ministry of Tourism, Indecon / ILO and ASEAN, homestays in Labuan Bajo, have not fully met the criteria as

standard homestays. Referring to ASEAN standards as the most complete homestay criteria, namely (1) there is a host (2) there is accommodation (3) There are activities or activities (4) There are managers (5) Locations can be accessed (6) Hygienic and clean (7) safe and comfortable (8) there is marketing and promotion (9) there are sustainability practices. One of the most crucial aspects that has not been implemented by homestay owners is the aspect of social and environmental sustainability. There is no code of ethics or guidance from homestay managers regarding the social and environmental code of ethics. The benefits of this guide are very useful for reducing the impact of tourism on social and environmental interactions with local communities, as well as ensuring sustainable tourism practices.

2. A guide to the management of standard homestays of the Ministry of Tourism and Creative Economy in accommodating aspects of the relationship between socio-cultural and environmental interactions between tourists and homeowners

The results of this study show that there are several factors that cause the lack of guest interaction with the host.

- a. The first factor is that the homestay managers do not understand well, what is the difference between a homestay and a *guest house*. This causes the homestay manager not to feel the need for interaction with the staying guests.
- b. The second inhibiting factor is communication. The obstruction of communication between the manager and homestay guests occurs because the majority of homestay owners do not master foreign languages. This can be seen in table 10 above.
- c. The third inhibiting factor is the lack of training and capacity building from homestay managers about the correct management of homestays.

If referring to ASEAN and ILO standard guidelines, then the interaction between guests and homestay owners is the main criterion of homestays that make the experience of staying at a homestay different from other lodgings. So a guide to the management practices that govern these interactions is very important to create. The guidelines should clearly regulate socio-cultural and environmental interactions between guests and homestay managers.

3. The process of involving stakeholders in the implementation of standard guidelines of the Ministry of Tourism and Creative Economy related to the relationship between tourist interaction with the community.

The results of this study illustrate the lack of involvement of stakeholders in the design and manufacture of SOPs or rules derived from existing guidelines or guidelines that are general in nature.

## **CONCLUSION**

Homestays are still widely mistaken as guesthouses referring to the homestay criteria in the 2016 Ministry of Tourism guidelines. The homestay program as a whole still needs continuous assistance and capacity building in order to achieve good management guidelines. The homestay guidelines issued by the government have not accommodated the relationship between the host/homestay manager and guests, so additional SOPs are needed to manage this interaction relationship.

Due to lack of knowledge and low awareness, tourism stakeholders have not actively cooperated in achieving the goal of sustainable homestays. The role of the community is very crucial in the implementation of homestay management guidelines, therefore stakeholders

must be actively involved in the process. Tourism activities cause socio-cultural and environmental pressure. The role of the community as actors and custodians is to ensure that tourists' interactions with humans and nature in the destination can be regulated so as to minimize conflicts, so more detailed guidelines must be made and in accordance with the local culture.

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