

IMPLEMENTATION OF ASEAN HOMESTAY STANDARD CRITERIA ON HOMESTAY MANAGEMENT IN LOHA TOURISM VILLAGE, WEST MANGGARAI REGENCY

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Abstract

The availability of homestays as tourist accommodation developed in Loha Tourism Village, West Manggarai Regency, is one of the potential attractions. However, in order to assure the quality of tourists services, homestays must be managed in compliance with generally accepted standards, such as the Asean Homestay Standard. Therefore, this study aims to analyze the suitability between the content of the standards in the Asean Homestay Standard and its application in the management of homestays in the tourist village of Loha. The method used in this research is qualitative with an exploratory approach. The results show that the total assessment score for the application of Asean Homestay Standards in accordance with the factual conditions of homestay management in Loha Tourism Village is 34 points with a presentation of 37%. This means that homestays in Loha Tourism Village are in the fair category. The highest score is obtained from the assessment of the activity criteria by 9%, and the lowest score is obtained from the assessment of the security and safety criteria by 2%. Thus, it is necessary to improve the quality of the human resources of the community and homestay managers to be able to maximize the tourism potential of the Loha tourism village.

Keywords: Asean Homestay Standard, Loha Tourism Village, Homestay.

INTRODUCTION

The expansion of the tourism sector in Labuan Bajo area, which has been classified as a super-priority tourist destination by the government of the Republic of Indonesia since 2019, has had a wide-ranging impact. In addition to the development of Komodo National Park and the surrounding beautiful islands, the local government of West Manggarai Regency has also built tourism villages as an alternative to tourism with a diversity of natural beauty and local wisdom. This is in line with the principle of sustainable tourism development, which states that the form of tourism development is based on nature conservation and the empowerment of local communities through the development of tourist villages (Herdiana, 2019).

There are many things that can be created from a village that becomes a tourist village, as is the case in Loha, West Manggarai Regency. In the Decree of the Regent of West -

Manggarai Number 106/KEP/HK/2021 about the Determination of 94 Tourism Villages in West Manggarai Regency, Loha Village was designated as one of 94 tourism villages. Sunsa Namo waterfall, Nua Waka cave, Tiwu Roh waterfall, and homestays operated by local people are among the tourist attraction provided by Loha tourism village. According to Parekraf Ministerial Decree No. 9 of 2014, a tourist cottage or *homestay* is a business in the field of accommodation in the form of a residential building inhabited by the owner and partially utilized for rent by providing opportunities for tourists to interact in the daily life of the owner for a certain period of time with a daily payment calculation. The development of *homestays* in this tourist village is believed to have a positive and significant impact because it can extend the *length of stay* for tourists.

As a developing tourist village, Loha Village continues to improve to be able to provide excellent service to visiting tourists, including in the management of community-owned homestays. According to Sulistyawati (2018), the management of tourist villages needs to continue to complete facilities and infrastructure to provide comfort and convenience for visiting tourists. When on vacation, both domestic and foreign tourists certainly need lodging while enjoying the various products and attractions offered. Therefore, the availability of homestays and good service can keep tourists staying longer in a tourist destination (Isdarmanto, 2017).

In its development, there are homestay management criteria in accordance with the Asean Homestay Standard (2016) which applies to homestays spread throughout the Asean region including Indonesia. Therefore, this study aims to identify and analyze the suitability between the content of the standards in the Asean Homestay Standard and the application of these standards in the management of homestays in the tourist village of Loha, West Manggarai Regency.

LITERATURE REVIEW

Village Tourism

According to Putra and Pitana (2010), village tourism is the development of villages into tourist destinations with a management system that is from, by, and for the community. This is in line with research on tourist villages according to Arida and Purjani (2017), which state that tourist villages are a form of rural tourism. This perception can be used very effectively in an effort to market recreational experiences that encourage the rural tourism industry. The term village tourism (*rural tourism*) has a broad connotation because it is also used to indicate tourism activities in general carried out in rural areas as well as tourism activities carried out by producers of agricultural products (Ohe, 2020).

Homestay

The term '*homestay*' refers to 'guests staying in a home with the homeowner's family'. The Merriam-Webster Dictionary (2007 in Saputra et.,al 2018) defines '*homestay*' as '*a stay at a residence by a traveler and especially by a visiting foreign student who is hosted by a local family*'. Others limit it to '*a period of foreigners staying with local people*' (Ibrahim and Razzaq 2010:10). In the tourism industry, homestays are limited to family home-based accommodation services (Saputra et.,al 2018). Travelers or guests are invited to stay in the homes of families or hosts who have extra rooms to rent out. The services provided are simple in exchange for a simple payment. Travelers do not expect luxury like they would if they stayed in a hotel. The emphasis is on the intimate interaction between the guest and the *host* so that there is a travel experience for the traveler and a happy feeling for the host to share the joy with the guest (Saputra et.,al 2018). As a trend

that has become a national phenomenon in the last decade, homestays have become one of the priority programs of the Ministry of Tourism, which is predicted to be able to maximize the three elements of sustainability for the community through tourism. Economic, socio-cultural, and environmental factors can have positive implications because this type of business model is carried out on a small scale but has a huge impact. The community no longer gets tourism drops but directly benefits from tourism (Saputra et.,al 2018).

Asean Homestay Standard

One of the efforts of countries that are members of ASEAN is to advance tourism by raising Asean homestay standards. The purpose of this Asean Homestay Standard is to measure the performance and achievement of homestays in the ASEAN region in following the quality requirements specified in ASEAN through the Asean Homestay Standard. This Homestay Standard is developed as a practical tool for homestay organizations, homestay providers, and assessors to evaluate homestay performance in determining qualification as an ASEAN Homestay Standard. Based on the Asean Homestay Standard (2016), there are nine main criteria and 27 sub-criteria containing 91 requirements to measure homestay quality and performance, as follows:

Table 1. Criteria of ASEAN Homestay Standard

Main Criteria	Sub Criteria	No. of Requirement
Host	The village and community	3
	Homestay Provider	1
Accommodation	The house	6
	The bedroom	5
	The toilet/bathroom	3
Activities	Village and community-based activities	2
	Surrounding activities	2
	Authenticity	3
Management	Leadership	1
	Organization	3
	Database	3
	Capacity Building	2
	Collaboration	1
Location	Accessibility	2
Hygiene and Cleanliness	House (kitchen, bedroom & toilet)	5
	Surrounding compound	3
	Food preparation	7
Safety and security	Safety training	1
	Safety features for facilities/activities	4
	Briefing on safety aspects	4
	Emergency rescue and evacuation	4
Marketing and promotion	Promotion activities	4
	Partnership with tour operators	2
	Web marketing	2
Sustainability principles	Economic sustainability	8
	Environmental sustainability	6

Sociocultural sustainability	4
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Source : Asean Homestay Standard (2016)

The assessment of the Asean homestay standard *is* based on the criteria and requirements that have been determined above by checking the yes column on each criterion and requirement that matches the original state of the homestay (according to the survey results) and checking no for the opposite, and then summing up the results of these observations. Each criterion is given a weight (percentage) based on its priority, which can be seen in the table below:

Tabel 2. The Weightage of ASEAN Homestay Standard Main Criteria

Main Criteria	Weightage
1. Activities	20%
2. Management	15%
3. Hygiene and Cleanliness	15%
4. Accommodation	10%
5. Safety and security	10%
6. Marketing and promotion	10%
7. Sustainability principles	10%
8. Host	5%
9. Location	5%
Total	100%

Source : Asean Homestay Standard (2016)

To determine whether a homestay demonstrates ASEAN quality and prestige, the following table shows the final rating scale to determine the achievement of a homestay based on the homestay standard:

Tabel 3. Final rating Scale of Asean Homestay Standard Criteria

Excellent Quality for ASEAN Homestay)	75 - 100%
Very good	60 - 74%
Good	40 - 59%
Fair	20 - 39%
Poor	0 - 19%

Source : Asean Homestay Standard (2016)

METHODS

This research uses a qualitative method with an exploratory approach to explain the extent of the application of the nine *Asean homestay standard* criteria in the management of *homestays* in Loha tourism village, West Manggarai Regency. Like other qualitative research, this research is the result of describing various conditions, situations, and realities that exist in Loha Tourism Village using data and numbers.

Data collection was conducted through *in-depth interviews* with informants consisting of the Loha tourism village government, *homestay* managers, and the Loha tourism village community, who were selected using the *purposive sampling technique*. Additionally, data were gathered through document analysis and observation using the checklist approach. Data analysis is carried out statistically and non-statistically where researchers will systematically analyze the application of the 9 criteria of the ASEAN homestay standard in the management of homestays in the tourist village of Loha, West Manggarai Regency.

RESULTS AND DISCUSSION

Based on the results of research on the application of the 9 Asean Homestay Standard criteria in homestay management in Loha Tourism Village, West Manggarai Regency, the following data were obtained:

Table 4. Assessment of the Application of Asean Homestay Standard Criteria in Homestay Management in Loha Tourism Village

No	Main Criteria	Sub Criteria	No of Requirement	Point	Weightage (%)	Calculating Formula
1.	Host	The village and community Homestay Provider	4	2	5	3%
2.	Accommodation	The house	14	4	10	3%
		The bedroom				
		The toilet/bathroom				
3.	Activities	Village and community based activities	7	3	20	9%
		Surrounding activities				
		Authenticity				
4.	Management	Leadership	10	2	15	3%
		Organization				
		Database				
		Capacity Building				
		Collaboration				
5.	Location	Accessibility	2	1	5	3%
6.	Hygiene and Cleanliness	House(kitchen, bedroom & toilet)	15	7	15	7%
		Surrounding compound				
		Food preparation				
7.	Safety and security	Safety training	13	3	10	2%
		Safety features for facilities/activities				
		Briefing on safety aspects				
		Emergency rescue and evacuation				
8.	Marketing and promotion	Promotion activities	8	2	10	3%
		Partnership with tour operators				
		Web marketing				
9.	Sustainable principles	Economic sustainability	18	10	10	6%
		Environmental sustainability				
		Sociocultural sustainability				
Total			91	34	100	37%

Source : Data Analysis (2016)

According to the research findings and observations, the overall score of the assessment of the application of the Asean Homestay Standard in accordance with the factual conditions of homestay management in Loha Tourism Village is 34 points with a presentation of 37%. This figure indicates that homestays in Loha Tourism Village are in the fair category, based on the determination of the percentage range and requirements in the Asean Homestay Standard document. The description of the application of each indicator which is the assessment criteria in the Asean Homestay Standard in the management of homestays in Loha tourist village is explained as follows:

Host;

The host criteria presentation is 3%. This presenting figure was reached since there is no formal organizational structure that manages homestays in the Loha tourism village, where they are maintained by the local village tourism awareness group. Homeowners alone are solely responsible for allocating tasks for managing homestays.

Accommodation;

The findings indicate that 3% of presentations are acquired for accommodation criteria. There are just 4 homestays that have been successfully run in the Loha tourism village. The residences that are used for the homestays typically have four rooms, baths, and toilets, with single or double mattresses, cabinets, tables, and chairs, as well as hangers in each room. Homestays are priced at Rp. 150,000 per night, which also covers the cost of consuming food and beverages as well as going to tourist sites in the Loha Tourism Village.

Activities;

In comparison to other criteria in the management of homestays in Loha tourism village, the presentation for the activity criteria is the largest at 9%. This evaluation is based on a number of ongoing or completed efforts in the development of Loha Tourism Village since it was classified as a tourist village. There are numerous additional events held in Loha Village in addition to the natural attractions like Sunsa Namo waterfall, Nua Waka cave, Tiwu Roh Waterfall, and Kokor Gola cultural tourism. The Pokdarwis and the Loha Tourism Village government are still in charge of organizing these activities. Activities include: 1) Homestay management training provided by the Tourism Office of West Manggarai Regency and the eLBajo Commodus Polytechnic Campus; and 2) an exhibition of products made with local knowledge in Loha village, such as hand-made hats and regional cuisine.

Management;

The management criteria presentation is worth 3%. The administration of homestays in the Loha tourism village has so far been carried out by the local village tourism awareness group, as explained by the host who operates the Loha tourism village. However, there is no clear organizational structure or division of job responsibilities to operate homestays other than the homeowners themselves.

Location & accessibility;

The location and accessibility criteria indicate a 3% presentation gain. Loha tourist village is located in Pacar sub-district, West Manggarai Regency, which is 68.5km from the city of Labuan Bajo, with a travel time of 2 hours and 5 minutes. The Loha village office serves as the meeting place before arriving at the homestay. Although there is quite decent road access to the tourist destination of Loha tourist village, there are still some sections of road that are in poor shape and have cracks.

Hygiene & Cleanliness;

Based on the data, it is known that the acquisition of a presentation for the cleanliness criteria is 7%. Cleanliness is something that really needs to be considered in *homestay* management. The Loha Village Government together with tourism awareness group and the local community are known to have jointly carried out routine environmental cleaning activities so that *homestays* in Loha Tourism Village have a fairly good level of cleanliness compared to other criteria.

Safety & Security;

The presentation for the Loha tourism village homestay's safety and security category is 2%, which is the lowest presentation compared to other criteria. This is due to the fact that Loha Tourism Village is renowned for not having a handling system for first aid in accidents to assure the safety of tourists when they arrive. The location of health services in the form of a health facility, which is quite a distance from the homestay, also implies

that there is no safety system that can guarantee visiting visitors' tourism activities. Furthermore, two homestays were discovered to be missing room keys as part of preserving the safety and comfort of guests staying.

Marketing & Promotion;

The presentation for marketing and promotion criteria is 3%. In its development, the tourism awareness group of Loha Village has not started marketing and promoting the tourism products offered. Based on the results of interviews with research informants, it is known that they are only waiting for tourist visits to their village. The existence of Loha Tourism Village and its attractions are known to tourists from word of mouth. The village government has just started digital marketing of tourism villages through the tourism village network website page, which is integrated with tourism village data by the Indonesian Ministry of Tourism and Creative Economy on the website: https://jadesta.kemenparekraf.go.id/desa/_loha

Sustainable Principle;

The acquisition of presentations for the criterion of sustainable principles is 6%, according to the statistics. The management and growth of the Loha tourism village homestay, which is still regarded as lovely and has natural beauty and indigenous knowledge that is still very much in its natural state, makes this village a fantastic example of how sustainable tourism principles are used. The idea of community involvement and participation in growing their village is considered good enough to contribute to enhancing the business and social life of the community, even while there is no development help from authorized tourism stakeholders.

CONCLUSIONS

Based on the findings of the study, it can be concluded that the management of the homestays in Loha Tourism Village has not fully complied with the requirements for homestay management set forth by the Asean Homestay Standard. The Loha Tourism Village received a total score of 34 points with a presentation of 37%, placing it in the fair category for the application of the nine Asean Homestay Standard criteria in accordance with the actual conditions of homestay management. The activity criteria assessment yields the maximum score of 9%, while the assessment of the security and safety criteria yields the lowest score of 2%. This shows that, in its management, the tourism awareness group as homestay managers and the Loha village government must pay more attention to the level of security and safety of visitors while in the Loha tourist village. It is necessary to improve the homestay governance system in Loha Village so that the application of the nine basic criteria that should be owned as stipulated in the Asean Homestay Standard (2016) can be applied optimally to support the development of tourist villages in the region.

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