

HOMESTAY in Rural Tourism, is it Attractive for Urban Communities in Indonesia?

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Abstract:- In 4.0 time era, millennial generation became a potential market for Indonesian tourism today and during the next 10 years, one of the attractions of a rural tourist for millennial generation is their homestay. Apart from offering lower prices, homestays also provide opportunities for tourists to get to know more about the culture and habits of local residents. Seeing this, this study was made to ascertain the interests of urban communities in Indonesia and Jakarta to stay at homestays in the village with the Transactional Interest, Refrential Interest, Preferential Interest and Explorative Interest variables.

The research method used is descriptive research with a quantitative approach on a social media-based survey with 707 respondents (probability sampling). Data processing methods used are validity, reliability and statistical descriptive testing.

The results of the study stated that the majority of respondents were Y generation aged 20-30 years (42.6%), women (58.8%), had worked (45.3%), frequency of vacationing twice a year (36.4%), vacationing with families (67.9%) with fixed destinations in Indonesia (78.9) and beach tourism objects (35.4%). Reliability Test and Validity Test of each item questionnaire declared reliable and valid. Respondents expressed interest in staying in homestays in the village with Transactional Interest (3.0806) and Preferential Interest (3.0). However, interest in staying at a homestay is not the first choice for respondents (3.0375), because they will first choose their destination object (beach is the highest) and then they think of accommodation in the form of a homestay, even though it still makes them interested in staying, Explorative interest (2.8769).

Keywords - homestay, Transactional Interest, Refrential Interest, Preferential Interest and Explorative Interest.

I. INTRODUCTION

Homestay is another form of accommodation that involves tourists staying with selected families where they can connect and carry out activities that the family carries out daily as well as experiencing the culture in the country [1] and seems to be identical with the Community Based Tourism (CBT) program.

In Indonesia, homestay is one of the efforts in community empowerment in rural tourism that continues to be supported by the government in achieving the goals of the Ministry of Internal Affair Regulation (Permendagri) No 66/2007 which target the village development planning [2]. The planned development in the village is a participatory development model, which is a development management system in the village together through deliberation, consensus and mutual cooperation which is a way of life of the community which has long been rooted in culture in Indonesian. As mentioned in article 5 (1) Permendagri No. 66 of 2007, the characteristics of participatory development include planned with empowerment and participatory. Empowerment, which is an effort to realize the ability and liberty of the community in the society and nation, while participatory, that is the active participation and involvement of the community in the development process.

The Indonesian Ministry of Tourism has a target to build 100,000 homestays in rural tourism by 2019, which is supported by the Ministry of Public Works and Public Housing (PUPR) conducted in 25 regions [3] and with a total of 1,902 villages with potential to become rural tourism. which consists of 787 marine rural tourism, 576 river rural tourism, 165 irrigation rural tourism, and 374 lake rural tourism. [4].

The homestay development based on several previous studies shows a positive direction. In planning a tour trip, people tend to choose tourist destinations and accommodation. Some of the visitor in general, plan their accommodation, choose accommodation type of hotel and some others choose the type of accommodation such as inns, villas, guest houses and homestays. Some tourists who choose home sharing or homestay type of accommodation due to lower price factors than hotels [2], but in certain situations a destination does not have many accommodation options except homestay. If the results of this study are related to the current phenomenon in Indonesia, the tendency of urban communities choosing tourist destinations as a manifestation of their motivation to travel for relaxation, having fun, resting, etc., there are some tendencies to look for the concept of "back to nature" for vacation choices [5]; [2], the accommodation choice in the form of homestay has been recognize by tourists from the beginning, even some tourists feel a sensational experience that they will not get when staying in a hotel [5] this phenomenon is also in accordance with the results of the

study [6]. Not only in Indonesia, village community participation has been active, in Malaysia village community participation has been able to influence sustainable homestay development [7]; [8]. Thus, the development of this homestay is expected to increase the selling value of national tourism because the homestay program not only offers amenities, but also sells local attractions and culture to tourists [9]. Some tourists who have felt the sensation of staying at a homestay give testimonials, including suggesting to try homestay in the village of Mana Gaon India when looking for fresh air and seemed to be in heaven, another impression of tourists who are fond of yoga and solitude to relieve fatigue from targets work, give recommendations also namely staying in a homestay in Rishikesh and Nainital villages in India, this is in accordance with the results of the study [10], [11]. In Malaysia, with the development of homestays, people realize the commercial and social value placed on their natural and cultural heritage through tourism. This includes social benefits such as the exchange of knowledge, moral contribution in the community as a whole, and economic contribution to the whole community, increasing levels, increasing purchasing power and increasing life expectancy [12]. Individually, the benefits of community-based homestays can be in the form of guest experience, the experience of the host and family, as well as economic benefits and cross-cultural interactions.

In conclusion, this homestay program was quite successful. This was concluded because of feelings of general satisfaction and experience gained by the guests and also the homestay owner. Looking at some of the results of previous studies on homestays, the purpose of this study is to ensure that urban communities in Indonesia and Jakarta specifically have an interest or not to stay at a homestay in the village.

II. MATERIAL AND METHOD

The research method considered suitable to achieve the research objectives is descriptive quantitative approach with 707 respondents in social media-based survey on random sampling techniques (probability sampling). According to the area (cluster) of respondents, the responden living in several cities in Indonesia. The instruments in the questionnaire distributed to respondents need to be tested for their level of understanding and experience of the respondent in answering the statements submitted, carried out with a validity test [13] and test for the consistency level of the respondent in answering is done by reliability test [14]. Both tests are very important in this study, because using a quantitative approach, the quality of data collection is largely determined by the quality of the instruments or data collection tools used in this research. Statistical descriptive testing is needed to make the interpretation of the interval scale on the variables studied in order to help in describing numerical data processed from respondents' answers [15] and to answer the objectives of this study. In this research, perception is interpreted in 4 interval scale, as follows:

Class Interval	Perception
$1,00 < \chi \leq 1,75$	Very uninterested
$1,75 < \chi \leq 2,50$	Not Interested
$2,50 < \chi \leq 3,25$	Interested
$3,25 < \chi \leq 4,00$	Very Interested

Table 1:- Interpretation of Intervals Variable

III. THEORY

Interest is one of the psychological aspects that has a considerable influence on behavior. And interest also a source of motivation that will direct someone to do what they do. Interest to buy is part of the behavioral component in the consuming attitude. According to [16] buying interest is a part of the consumer behavior component in consuming attitude, the tendency of respondents to act before buying decisions are actually implemented. Interest is described as a person's situation before taking action that can be used as a basis for predicting the behavior, buying interest is something that is related to consumers' plans to buy a particular product and how many units of product are needed in a certain period, it can be said that buying interest is a statement mentality of consumers who reflect the plan to purchase a number of products with a particular brand. Buying interest [17] can be identified through the following indicators:

1. Transactional Interest, namely a person's tendency to buy products.
2. Refrential Interest, namely a person's tendency to refer products to other people.
3. Preferential interest, which is an interest that describes the behavior of someone who has the main preference on the product. This preference can only be replaced if something happens with the preference product.
4. Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product.

Understanding of consumer behavior can not be separated from buying interest, because buying interest is one of the stages on the subject before making a decision to buy. According to [18] there are two factors that influence a person's buying interest in the decision-making process, namely an unexpected situation and an attitude towards another person (Respect to Others).

In this research, the theory of interest is used with transactional, Preferential and Explorative Interest sub-variables, these three sub-variables are chosen because based on observations and analysis match the characteristics of the variables and respondents studied.

➤ Homestay

According to [19] different from guest house, Homestay is a type of accommodation that is popular in urban and rural areas in Indonesia, uses a private residence as a place for tourists to stay. Generally homestays provide room service along with food and drinks. One of the advantages of homestay is that tourists can get the chance

to get to know the owner's family. They can also get to know more about the nature and culture around, especially if the homeowner has a lot of knowledge about it.

IV. RESULT

A. Results of Respondent Biographical Data

➤ Age

Respondents in this study were mostly Y generation (The Echo of the Baby Boom/millennial), out of 301 respondents (42.6%), the second generation was the X generation (Baby Bust) out of 265 respondents (37.5%), from this characteristics perspective, it shows that the productive age generation (Y generation) currently had increased purchasing power, so it is natural that the respondents in this study are devoted to respondents who have gone on holiday in a rural tourist destination and have seen and or stayed in a homestay. With increased purchasing power this generation has many opportunities to travel.

Millennials saving not only for large financial purposes, such as buying a house or umrah, but also for consumptive spending, such as buying tickets for music concerts or for tourism purposes. [20]. Among all the characteristics of Y generation, they tend to choose destinations they don't know about and are currently trend/viral (authentic destinations) on social media and they have a high nationalist sense so they tend to choose destinations in Indonesia, and their accommodation is not as a place to sleep, but their place began the journey [21].

While the second largest respondent based on working experience is in an established economy and should have savings and investment, so the need for travel becomes a goal to balance work and leisure rhythms, but apparently in terms of the number of tour taken, the Y generation is the most in making a tour. The survey results of this study are linear with the results of the research [22], the first potential target market is young people, that is under 30 years old, they are consumers who are ready to accept new wave marketing. This consumer behavior is dynamic, has risks for businesses where businesses must innovate to create something to see, to do in order to remain visited by potential target markets.

➤ Gender

Women proved in this study to be a potential market, as the most respondents 416 person are women (58.8%) who had a vacation to a rural tourism and had stayed in a homestay, this is in accordance with research [22], that women are able to influence the travel decisions (including whether to stay overnight and ticket affairs for transportation) by 97%. This action is also influenced by social media users who are dominated by women and what is written on social media will influence what readers will read on social media. The beauty, convenience and facilities at the homestay are things that will be commented on social media both on private social media and which can be seen by the public.

➤ Occupation

In accordance with the majority of the generation who were respondents of this study, is in the age range of 20-30 years (Y Generation) which are mostly have worked are 320 people (45.3%). They are very potential to become active tourists in addition to traveling due to leisure, selfies or in order to be exist on their social media. This result goes linear with the previous results where Y Generation has the purchasing power and the opportunity to travel to restore their condition after doing work on workdays. Their work places has put this group in a well-established economy background and has the purchasing power and desire to find what they are looking for in their tourism activities besides the things they do in their jobs. Therefore homestay development must update to find out what is desired by the group of workers in spending their spare time. This research does not conduct research on their field of work so it does not show the field of work taken and monthly income. This can be continued in further research.

➤ Frequency of Vacationing in 1 Year

The frequency of vacationers in one year taken by 707 respondents turned out to be mostly done twice a year and the second most was done more than 3 times. With their income, the respondents of this study chose to travel at least twice, if it is linked to the strategy in determining the trip, it should be done with planning in advance, so that the tourist destination gives does not differ from their expectations. According to [23], leisure trips increase the happiness of tourists. In this study, the effect of holidays can increase happiness for eight weeks, so it can be assumed that with a span of 2 times a year tourists will have enough time to plan their trips pleasantly. The fact there are respondents who choose to travel more than 3 times a year. This could be happening with the reasons that they do the vacation or they travelling as well as working accordingly to their profession. A photographer can travel as often as possible because it is directly related to the profession of work, as well as a model. A businessman (10.2%) is also likely to have a need to travel while doing tourism activities at his destination. Even this is related to social media where now many Y generations become influencers (someone who can exert influence on others) through social media and their influencers is at large in determining tourist destinations and homestay trends in society.

➤ Vacationing Community

The choice of vacationing alone is only taken by 3.8% (with family 67.9%), it can be assumed that with family or friends (28.3%) it is lighter in cost, because they can share funds for their accommodation and local transportation, they can share tasks in searching for tickets, accommodation, local transportation, planning a tour, sharing togetherness, sharring stories along the journey which will have more memories. [24] In addition, respondents are at productive ages who are busy with work, so it can be assumed that almost all of their time is spent around work, and it is during holidays that they are spending time together with their families. Even this must be considered by homestay owners to prepare facilities that can accommodate holidays that are done by family and

friends. (the presence of games, media, wifi, a safe and roomy environment.

➤ *Preferred destination*

In accordance with the Indonesian tourism slogan, "Wonderful Indonesia", the choice of most urban people to take a vacation, especially in this study remains in the territory of Indonesia (78.9%), for local and foreign tourists who have traveled to several destinations in Indonesia will surely recognize the truth of the Indonesia's tourism slogan. Indonesia, which consists of many islands, presents a lot of natural, cultural, attractions that are beautiful, unique, attractive which will leave a deep impression for those who experience it. Even this can be enhanced and must be encouraged by engaging in activities involving homestay owners and guest participation to generate strong experiences. Every activity must be explained clearly and in detail in the form of brochures or leaflets to explain the storyline in Indonesian and also in English, for international visitor. Homestay placement must also be carried out in rotation so that there are no homestays that continuously receive guests and some are vacant homestays.

➤ *Destination Object*

Indonesia is an archipelago country, not surprisingly as many as 35.4% of the majority of urban people choose a vacation to the beach. From the closest destination to Jakarta (Thousand Islands), to marine tourism in Sabang (Aceh) and Sorong (West Papua). And the average accommodation available there area still a homestay. For examples, Thousand Islands are famous for its beautiful underwater scenery on the islands of Pari and Pramuka, or the islands of Iboih Sabang to Raja Ampat which are very famous underwater scenery. One consideration that can be analyzed, the choice of beaches becomes cheaper because in some cities, they already have beaches that are located not too far from where they live, so there is no need to spend money on accommodation, partly with the reason for beach trips to enjoy the beautiful scenery both under the sea and just swimming, some beaches offer fine white sand, clear sea water with mountainous views, granite boulders that are naturally uniquely arranged, which will attract the attention of millennial generation who do have the characteristics to enjoy of taking photos and visiting

attractions that will be viral when they post on their social media.

Some coastal villages in Indonesia offer a complete view of underwater clarity, colorful corals, calm beach waves, tame marine animals, to its distinctive and delicious culinary delights (Iboih Tourism Village, Sabang Island, Aceh/for snorkeling and diving, Sawarna Banten rural tourism/for surfing, Teluk Meranti Riau Sumatra rural tourism/surfing, Bontagula Bontang rural tourism in East Kalimantan/snorkeling and diving), sea and underwater attractions are very suitable for millennial tourists and most only provide accommodation in the form of homestays.

The second most responden choice of destination are mountains (26.4%). The mountains tends to provide more choices in the form of hotels than homestays, but in rural area located in the mountains there are still many accommodations in the form of homestays which have the same shape and layout as their traditional houses.

Whereas rural destination objects are only a third choice (13.7%), based on research, rural tourism is becoming a trend of urban community choices to take a vacation by offering packages to participate in activities and daily work of villagers, but respondents of this study do not choose as the first and second choice destination destinations, probably because for the millennial generation rural tourism objects are less challenging and do not provide the extraordinary experiences they can tell their communities, unlike the activities they can do on the coast and mountains.

B. Reliability and Validity Test Results

The results of the instrument consistency (Reliability) test on the Interest variable have a cronbach's alpha value of 0.752. With a value of more than 0.6, 6 items of statements submitted to respondents are reliable, where 707 respondents of city residents are highly consistent in aswering the 6 items of statements submitted [13], while for the results of the validity test with a degree of freedom 705, r table 0.06, then t count to 6 statement items declared valid (understood and being experienced by the respondent), because the value of t count is greater than the value of r table.

No.	Statement	t_count (cronbach's Alpha if Item Deleted)
Transactional Interest		
1	I am interested because Homestay Prices Are Within Budget	0.754
2	The Environment And Rooms of The Homestay Is Offering In The Way You Expect	0.738
Prefensial Interest		
3	The Facilities of The Homestay Gives Added Value To You	0.684
4	The Comfort You Get Exceeds Your Expectations	0.693
Explorative Interest		
5	Homestay Becomes Your Main Destination While Vacationing in Rural Tourism.	0.696
6	If We Go on Vacation to a Rural Tourism There Always be Homestay	0.723

Table. 2:- Item-Total Statistics

C. Variable Statistical Data Results

Statistics Results Average Interests of Stay			
	Transactional Interest	Prefensial Interest	Explorative Interest
N	Valid	707	707
	Missing	0	0
	Mean	3.0806	2.8769

Table. 2:- Sub Variables and Interest Variables

Respondents expressed their interest in staying in a homestay in terms of price and the environment (3.0806/ table.1), in many villages the price offered for homestays with a capacity of 2 to 3 people ranged from 200 thousand rupiah to 400 thousand rupiah. With a capacity of more than that the price can reach 1 million rupiah and the rural tourism have arranged their environment in such a way that it is comfortable, the same thing for comfort that turns out to exceed expectations, also makes them interested in staying (3.0). Current conditions in several tourist villages, especially on the island of Java, Sumatra, Bali, West Lombok, many homestays are well organized with attention to cleanliness, especially for the bathroom, the mattress has used a spring bed no longer kapok mattress, the bathroom has used ceramic full, using a shower, toilet seat even in Bali, certain tourist villages provide bath-up facilities in his homestay. But for the interest of staying in a homestay is not the main choice for respondents (3.0375 / table.1), because they will first choose the object of destination (the highest beach) then they think of accommodation in the form of a homestay, even though it still makes them interested in staying (2.8769 / table .1).

From 707 respondents obtained stated that the homestay data that they have stayed are scattered in several areas, such as in Tanjung Lesung Banten, Gili Air Lombok, Kalianda Lampung, Harapan Island, Teluk Penyu Cilacap, Tidung Island, Sabang Island, Ngrumput Gunung Kidul Beach, Selayar Island, Pantai Selayar Tiga Warna, Malang, Batu Layang, West Java, Bangka Belitung Island, Derawan Island, Pamusan Island, Lampung Beach Mutun, Bayur Bay, Singkarak Lake, Anyer Banten, Saleman Village, Seram Island Maluku, Parangtritis Jogjakarta, Tidung Island Kep Seribu, Marataua Island, Derawan Island, Pisang Pesisir Barat Lampung Island, Sungai Liat Bangka, Pangandaran, Mande Pesisir Selatan area, Pemana Island, Samosir Island, Pramuka Island. (Coastal area). Temanggung Jateng Village, West Java Cibuntu Village, Pasindon Batik Tourism Village, Kaliurang, Baduy, Dieng Tourism Village, Nglanggeran Village, Tidung Island Village, Uluwatu Bali, Aceh Iboih Village, Bali Penglipuran Village, Karuizawa Japan, Village in Asoka Japan, Angkaras Village, West Kalimantan, Candirenggo Kebumen Village, Kajangkowso Village, Sibolga Village, Kulon Progo Village, Sawarna Lebak Village, Rammang Village in South Sulawesi, Parapat North Sumatra Village, Kintamani Village in Bali, Ranca Upas Village, Cikolelet Village, Palutungan Village in West Java, 1000 Villages Rumah Gadang Solok, Ciboleger Baduy Village, Batu Layar West Java Village, Tajur Village, Bidadari Tawangmangu Village, Village in Kyoto Japan, Kampung Naga, Liwa Village Lampung Barat, Rintau Village in West Kalimantan, Salabintana Village,

Ranu Pane Village in Malang, Pahawang Village in Lampung , Batulayang Village Bogor, Sakerta Timur Kuningan Village, Derajat Pass Garut Village, Cinangneng Village Bogor, Waerebo Village (Above the Cloud Village), NTT, Maniskiduol Village, Kuningan, Sinarjaya Village, Sukabumi, Sa Village sak, Ciwideo Village, West Java, Harau Village, West Sumatra, Sade Lombok Village, Anugrah Homestay Borobudur Temple, Kertalangu Village Bali, Gambong Nusa Village, Dieng Tourism Village, Sindang Barang Cultural Village, Bogor, Ponggok Klaten Village, Cilenca Village, Tangkil Village Caringin, Nyalo River Village, Tembi Tourism Village, Gabugan Tourism Village, Kulonprogo Village Yogyakarta, Malasari Bogor Village, Labengki Sombori Village, Pucanglaban Village, Lebakmuncang Village, Nglanggeran Tourism Village, Bumilangit Bantul Village, Pariangan Tourism Village, Terong Belitung Village, Rejosari Village Banyuwangi, Lejekong Tourism Village, Wanurejo Village, Ciletuh Tourism Village, Cemoro Lawang Village, Probolinggo, Kasongan Tourism Village, Kreet Tourism Village, Wanurejo Village, Cikadu Village, Candadujo Village, Candirejo Village, Warni Jodipan Village, Waerebo Sangiang Village, Thekelan Village in Central Java, Guci Pemalang Village, Teluk 50 Tumbi Lemur Kerinci Tourism Village, Alamendah Tourism Village, Bejalen Ambarawa Village, Wukisari Bantuk Tourism Village. Pentingsari Tourism Village, Ngilng Village of Southeast Maluku, Paltidung Village, Osing Tourism Village Kampir Kemiren, Wanurejo Magelang Tourism Village, Indramayu Haurgeulis Village, Tabanan Customary Village, Limasan East Java Village, Gianti Wononsobo Village, Leran Bojonegoro Village, Layak Anak Tourism Village, Bali, Pulesari Tourism Village, Banyu Sumilir Kaliurang Village, Gunung Kidul Village, Pare Tourism Village, Kediri, Kebonagung Tourism Village, Trumpon Village Yogyakarta, Kingking Tuban Village, Baron Gunungkidul Village, Mangunan Bantul Village, Laksado Village in South Kalimantan, Kemasang Village Gunungkidul, Mande Pesisir Selatan Area, Pilubang Resort 50 Kota, Kota Gede Tourism Village, Nglurah Tawangmangu Village, Linggar Mekar Village, 1000 Gadang houses, Deles Indah Tourism Village. (rural and mountainous areas).

V. DISCUSSION

The urban community who are accustomed to modern life, represented by 707 people, expressed interest in staying in homestays, which in several villages in Indonesia are indeed and have met ASEAN homestay standards, while maintaining their respective cultural wisdom. For example, in standard 5.2 of accommodation for houses it is stated that the standard is required to have a good, strong and safe

building structure such as a non-slippery floor, walls that are impermeable to water and wind, the door is easy to open and close so it is safe from outside interference, and the roof is also made of strong and safe material. And home design and building materials used using local materials. The standardized bathroom must be separate from the bedroom and have at least 1 bathroom both inside and outside the house / homestay [2],

Homestays are required to have adequate electronic equipment even though the design uses traditional models, and sufficient clean water is available. Indeed, there are still homestays in certain destinations where the availability of clean water is limited, in the sense that at certain hours they limit water usage on the grounds because it takes time to collect water, but in reality the foreign tourists who occupy the homestay do not make a difference, in contrast to local tourists who less able to accept situations and circumstances like that.

Standards for bedrooms which are set in article 5.2.2. should provide amenities such as fans (minimal). Tables, glass, sockets, worship equipment. If the accommodation offered is home sharing, the standardized owner is required to provide a maximum of 4 rooms that are always available to guests (not used for the needs of the owner) and the standardized owner provides standard and suitable types of beds such as single beds and double beds with mattresses and pillows comfortable, and the sheets must be replaced as needed; and after each guest 's departure, a fresh set of clean bed linen must be provided for the next guest. Standard toilets are still allowed to have a sit or squat toilets both inside and outside the house, some toilets in the rural area are already many to use the seats toilet and are located inside the house.

VI. CONCLUSION

In Indonesia, women are still play a role in decision making for matters relating to the family, including the decision to take a vacation. In this 4.0 era, all-digital information makes it easy for the city community to choose and decide on vacation destinations, which in this study mostly chosen beaches and mountains. They decide to go on vacation in a year two or more than three times. Because the availability of destination information easily to obtained through data review and virtual reality or Augmented Reality Facilities It is easy for tourists to plan their vacation.

The interest of urban communities to stay at a homestay will be higher in the future, if villages, especially rural tourism can innovate in building their homestays that meet the standards, tastes and needs of tourists without leaving each local wisdom, it will become a unique one that will attract the attention of millennial generations in deciding on a vacation to the destination concerned.

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