

Analysis Homestay Management During Covid-19 Pandemic In Kebangsaan Tourism Village Wonorejo

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Abstract.

This study aims to analyze the homestay management during the covid-19 pandemic in the Kebangsaan Tourism Village Wonorejo. The existence of homestays is very important to support tourist activities, such as extending the length of stay of tourists. Homestay was developed from 2017 and continues to increase and has an impact on the local economy. Since the COVID-19 pandemic, management has implemented health protocols in accordance with government recommendations. Therefore, it is necessary to analyze the management of homestays during the covid-19 pandemic. This research was conducted with a descriptive-qualitative approach. The data analysis technique used the POAC management theory (planning, organizing, actuating, and controlling) to obtain the results of homestay management during the Covid-19 pandemic in the application of CHSE. The results of the study show that the management of homestays in the Kebangsaan Tourism Village during the Covid-19 pandemic has not implemented CHSE. Some have taken basic infection prevention measures such as encouraging frequent hand washing, providing hand sanitizer, urging employees to stay home if they are sick, preparing extra tissues and trash containers in public areas, increasing time in room maintenance. In addition, several managements have also implemented hygiene and environmental safety, such as: cleaning surfaces that look dirty followed by disinfection and performing additional cleaning on all frequently touched areas. Management has not implemented social distancing. Management needs training and socialization in implementing CHSE for homestay management.

keywords: *Managing management; homestays; the Covid-19 pandemic; and kebangsaan tourism village*

I. INTRODUCTION

Tourism has been recognized as the largest industry of this century in terms of its contribution to increasing the country's foreign exchange and employment. With its various characteristics, tourism has become a mainstay sector in economic development in various countries. Efforts to develop the tourism sector in Indonesia are supported by [1] which states that the existence of tourist objects in an area will be very profitable, including increasing Regional Original Income (PAD), improving people's living standards, expanding job opportunities, increasing love for the environment, and preserving nature and culture. In December 2019, the world was shocked by the arrival of a virus outbreak that first appeared in Wuhan, China. This virus outbreak is known as Coronavirus disease 2019 (COVID-19). This epidemic continues to spread worldwide; on March 11, 2022, the World Health Organization (WHO) announced this virus as a pandemic. This virus's spread is massive through respiration, so it is easily transmitted. The virus outbreak known as Covid-19 has paralyzed various economies and tourism activities. The COVID-19 pandemic is impacting every sector around the world. One of the most vulnerable and slumped sectors is the tourism sector. Based on data from WTTC 2020 [2], more than 121 million jobs in the tourism industry worldwide lost their jobs due to the COVID-19 outbreak and lost \$3.4 trillion in turnover. Large-Scale Social Restrictions (PSBB) began to be implemented in Indonesia after a positive case was found in 2 residents of Depok City on March 2, 2020. To minimize the spread of the virus, the government issued Government Regulation No. 21 of 2020, which regulates large-scale social restrictions, on March 2, 2020. March 31, 2020.

This impacts limited mobility, so various economic activities must be closed. This has had a major impact on the tourism sector. The government is promoting the prevention of COVID-19 with the 5M movement, wearing masks, washing hands, maintaining distance, staying away from crowds, and reducing mobility. In addition, the Ministry of Tourism, Economy, and Creative (Kemenparekraf) launched a program for cleanliness, health, safety, and environment (CHSE) to provide guarantees for cleanliness, health, security, and environmental friendliness to tourists during the Covid-19 pandemic. This program is

implemented in various tourism sectors such as destinations, public spaces, places to eat and drink, tourism activities, and homestays. The Kebangsaan Tourism Village is also feeling the impact of the Covid-19 pandemic. This tourist village is directly adjacent to the Baluran National Park. This tourist village has nine homestays. Homestays are very important to support tourism activities, such as extending the length of stay of tourists. Homestay started to develop in 2017 and continues to increase. The existence of a homestay is also a means to introduce the customs of the local community to tourists who stay overnight. The existence of homestays in the Kebangsaan Tourism Village also impacts the surrounding residents' economy. However, since the COVID-19 pandemic, the manager has had to adjust the homestay management by implementing health protocols following government recommendations. It is interesting to study how to manage homestays during the COVID-19 pandemic in the Kebangsaan Tourism Village, Wonorejo, Situbondo, East Java.

II. LITERATURE REVIEW

1. Homestay

Homestay is an accommodation business in the form of residential buildings, which are inhabited by the owner and used for rent to tourists to interact with the owner's daily life within a certain period with daily payment calculations [3]. The homestay management is managed by the owner himself as an individual business. This is done as long as it fulfills the family's economic needs, so it does not require a separate business license. However, the owner must report to the local government or the tourism office the existence of the homestay management. Homestay has the same basic functions as a residential house in general. The thing that distinguishes it is that a homestay is a place to stay for people who are not permanent residents of the residence with the imposition of rent or payment. The number of rooms or rooms for rent also has no limit. The rental also includes food and drink services.

One of the uniqueness of staying at a homestay is mingling with the local community living under one roof, and experiencing the customs of the local community [4]. In homestay accommodation, tourists can share with the host and his family; private rooms are opened into public spaces and are equipped with accommodation in the form of a bed and breakfast [5]. Three important aspects in the development of homestays are: 1) product, the variety of products owned will increase the number of visits. 2) Participants, namely community groups that work together in development. 3) stakeholders, local government, and local governments working together on development [6]. Based on the theories above, homestay is a type of accommodation that uses a residence as a place to stay; guests or tourists can pay directly or indirectly for guests to stay in the host's house.

2. CHSE (Cleanliness, Healthy, Safety, and Environment)

To implement the Covid-19 health and prevention protocol, the Ministry of Tourism and Creative Economy launched a certification program to implement Cleanliness, Healthy, Safety, and Environment (CHSE) in the tourism sector. CHSE aims to prevent and control Covid-19. CHSE is applied in hotels, and homestays in tourist villages must also apply [7].

1. Basic infection prevention measures

- a. Disseminate the appeal for frequent hand washing by employees and guests, for example, by installing reminder signs in various languages.
- b. Provide alcohol-based hand sanitizer containing at least 60% alcohol in public areas.
- c. Advise employees to stay at home if they are sick.
- d. Promote respiratory etiquette, including covering coughs and sneezes.
- e. Prepare tissues and additional trash containers in public areas.
- f. An appeal for employees not to use other people's phones, desks, or work equipment.
- g. Reduced customer service in common areas.
- h. Increase the duration of time in room cleaning.

2. Hygiene and Environmental Safety

- a. Cleaning visibly soiled surfaces followed by disinfection is a best practice measure for COVID-19 prevention.

- b. Perform additional cleaning on all frequently touched areas, such as front desk counters, elevators, doorknobs, etc.
 - c. Linen/laundry must be washed using materials that are effective against viruses & bacteria.
3. Social Distancing (approximately 6 feet/2 meters distance between guests and employees)
- a. Manage employee work schedules well based on shifts and work weeks.
 - b. Limits of interaction between departments.
 - c. Work from home, remote work, etc.
 - d. Set employee rest schedules to minimize social interaction.
 - e. Tightening of restrictions on visitors or off-duty employees at work.
 - f. Room service restrictions, delivery service is only up to the room entrance.
 - g. Restrict direct check-in or check-out.
 - h. Use of chatbots or similar platforms for guest communication/customer service.
 - i. Ask guests to minimize direct contact with employees.

3. POAC (Planning, Organizing, Actuating, and Controlling)

Management or management is an effort made by the manager to regulate the needs of tourists. It aims to achieve maximum results. Therefore, good management is needed to run smoothly. Leiper explained that "in management, there are functions closely related to it, namely: planning, organizing, actuating, and controlling (POAC). POAC Management Theory, according to Leiper [8], refers to a set of roles performed by a person or group of people. It can also refer to the functions of these roles, including planning, organizing, acting, and controlling. According to [8], planning is a determination of what must be achieved, who is responsible, and why the determination must be achieved.

Organizing is a grouping of required activities, namely the determination of the organizational structure and the duties and functions of each existing unit. Actuating is the act of implementing the plans made. Next, controlling is monitoring or controlling the implementation of the plans that have been made. Based on the management concept above, homestay management means planning, organizing, implementing, and monitoring which aims to improve the quality of homestay management effectively. The researcher concludes that planning is a plan that homestay actors will carry out in the future. Organizing is organizing carried out by homestay actors in managing homestays. Actuating is the implementation that the homestay actor has carried out. Controlling is the perpetrator's supervision or evaluation to manage the homestay.

III. METHODS

Following the research objective, namely analyzing the Analysis of Homestay Management during the Covid-19 Pandemic in the Kebangsaan Tourism Village, Wonorejo, Situbondo, East Java, this research was conducted with a descriptive-qualitative approach. A qualitative method with a descriptive study approach was used in this research. According to Sugiyono, qualitative methods are intended to obtain in-depth data that contains meaning [10]. The approach was chosen according to the criteria of qualitative research [11], namely exploring problems and developing a detailed understanding of central phenomena. In this study, primary descriptive data in the form of written words from respondents, verbal data from informants, field observations, and observations of researchers as observers of external and internal environmental conditions will be interpreted according to their role in solving research problems.

At the same time, the secondary data collection method, as a consideration of analysis, uses library research sourced from books, the internet, archives, and others to support this research. Respondents are homestay managers in the Kebangsaan Tourism Village. Selection of informants by purposive sampling method by determining informants based on certain considerations which informants are considered to be able to help achieve the objectives of this study. Research data were collected using written document techniques and interviews with relevant informants. The interview is a communication interaction process carried out by at least two people, based on availability and in a scientific setting, where the direction of the conversation refers to the goals set by prioritizing trust as the main foundation in the understanding process

[12]. The data analysis technique uses POAC management theory (planning, organizing, actuating, and controlling) to obtain the results of homestay management during the Covid-19 pandemic.

IV. RESULT AND DISCUSSION

Homestay management during the COVID-19 pandemic in the National Tourism Village was analyzed in terms of basic infection prevention measures, hygiene and environmental safety, and social distancing.

1. Basic Infection Prevention Measures

The table below presents data on the number of homestays that have implemented Basic Infection Prevention Measures during the Covid-19 pandemic.

Table 1. Implementation of basic infection prevention measures

No	Activity	Number of Homestays	
		Implement	Not Implement
1	Socializing the call for frequent hand washing by putting up reminder signs	3	6
2	Provide alcohol-based hand sanitizer containing at least 60% alcohol in public places	2	7
3	Encourage employees to stay at home if they are sick	9	0
4	Promote respiratory etiquette, including covering coughs and sneezes	3	6
5	Prepare tissues and additional trash containers in public areas	2	7
6	Advise employees not to use other people's phones, desks, or work equipment	9	0
7	Reduce customer service in public areas	1	8
8	Additional time in the room cleaning	4	5

Source: Researcher Processed Data

Of the nine homestays in the Kebangsaan Tourism Village, three homestays socialize the call for frequent hand washing by putting up reminder signs; 2 homestays that provide alcohol-based hand sanitiser containing at least 60% alcohol in public places; all homestays Advise employees to stay at home if they are sick; 3 homestays conducted socialization on respiratory etiquette, including covering coughs and sneezes; 2 homestays prepared other tissues and trash receptacles in public areas; all homestays advise employees not to use other people's phones, desks or work equipment; 2 homestays reduced customer service in public areas such as prayer rooms: and four homestays increased the duration of time for cleaning rooms.

In the Basic Infection Prevention Measures, the homestay manager carries out management as follows:

Table 2. Implementation of POAC in implementing basic infection prevention measures

No	Homestays that apply					
	Basic infection prevention measures	Number of Homestays	P	O	A	C
1	Socializing the call to wash hands frequently by putting up reminder signs	3	v	-	v	v
2	Provide alcohol-based hand sanitiser containing at least 60% alcohol in public places	2	v	v	v	v
3	Encouraging employees to stay home if they are sick	9	v	-	-	v
4	Promote respiratory etiquette, including covering coughs and sneezes	0	-	-	-	-
5	Setting up additional tissue and waste receptacles in public places	2	v	-	-	v
6	Appoint employees not to use other people's phones, desks, or work equipment	9	-	-	-	v
7	Reducing customer service in public areas one	1	v	-	-	v
8	Additional duration of time in cleaning the room	4	v	-	-	v

Source: Researcher Processed Data

Management in more detail regarding basic infection prevention measures is described as follows:

1. Disseminate the call for frequent hand washing by putting up reminder signs

Table 3. Implementation of POAC in the dissemination of calls for frequent hand washing

	Number of Homestays	P	O	A	C
Socializing the call for frequent hand washing by putting up a reminder sign Number of Homestays	3	v	-	v	v

Source: Researcher Processed Data

There are 3 out of 9 homestays carry out outreach to frequently wash hands by putting up reminder signs. The management details are as follows:

1. Planning

The homestay manager plans to install a hand washing reminder sign as a form of preventing the spread of Covid-19

2. Organizing

-

3. Actuating

After planning, the homestay manager carries out an actualization by printing a hand-washing reminder sign in the form of a banner or text affixed to an area that tourists can see.

4. Controlling

The homestay manager controls the banners and posts that are affixed, whether they are in good condition and not damaged. In addition, the homestay manager also ensures that visitors who visit wash their hands.

2. Provide alcohol-based hand sanitizer that contains at least 60% alcohol in public places

Table 4. Implementation of POAC in the provision of hand sanitisers

	Number of Homestays	P	O	A	C
Providing alcohol-based hand sanitiser containing at least 60% alcohol in public places	2	v	v	v	v

Source: Researcher Processed Data

There are 2 out of 9 homestays provide alcohol-based hand sanitisers that contain at least 60% alcohol in public places. The management details are as follows:

1. Planning

The homestay manager plans to procure hand sanitisers as a form of preventing the spread of Covid-19

2. Organizing

The homestay manager ensures that hand sanitiser is always available and has additional stock.

3. Actuating

The homestay manager refills or replaces stock when the hand sanitiser provided runs out.

4. Controlling

The homestay manager ensures that hand sanitiser is always available for tourists.

3. Advise employees to stay home if they are sick.

Table 5. Implementation of POAC in advising employees to stay at home if they are sick

	Number of Homestays	P	O	A	C
Advise employees to stay at home if they are sick	9	v	-	-	v

Source: Research Processed Data

All homestays encourage employees to stay home if they are sick. The management details are as follows:

1. Planning

Homestay managers encourage employees to stay at home if they are sick. This is a form of prevention and spread of Covid-19.

2. Organizing

-

3. Actuating

-

4. Controlling

The homestay manager ensures that employees who are sick do not work.

4. Promote respiratory ethics, including covering coughs and sneezes

Table 6. Implementation of POAC in socializing respiratory ethics

Socializing respiratory etiquette, including covering coughs and sneezes	Number of Homestays	P	O	A	C
	0	-	-	-	-

Source: Research Processed Data

All homestays do not promote breathing ethics, including covering coughs and sneezes.

5. Prepare additional tissues and trash containers in public places

Table 7. Implementation of POAC in preparing tissues and additional trash containers in public places

Prepare additional tissue and trash containers in public places	Number of Homestays	P	O	A	C
	2	v	-	-	v

Source: Research Processed Data

There are 2 out of 9 homestays provide different tissues and trash containers in public areas. The management details are as follows:

1. Planning

The homestay manager plans to prepare additional tissues and trash containers in public places as a form of preventing the spread of Covid-19

2. Organizing

-

3. Actuating

-

4. Controlling

The homestay manager controls the availability of tissues and trash containers which are always emptied once a day.

6. Appeal to employees not to use other people's phones, desks, or work equipment.

Table 8. Implementation of the POAC in an appeal to employees not to use other people's phones, desks or work equipment

An appeal to employees not to use other people's phones, desks or work equipment.	Number of Homestays	P	O	A	C
	9	-	-	-	v

Source: Research Processed Data

All homestays advise employees not to use other people's phones, desks or work equipment. The management details are as follows:

1. Planning
-
2. Organizing
-
3. Actuating
-
4. Controlling

The homestay manager ensures that employees do not use any guest cutlery.

7. Reducing customer service in common areas

Table 9. Implementation of POAC in reducing customer service in public areas

Reducing customer service in public areas	Number of Homestays	P	O	A	C
	1	v	-	-	v

Source: Research Processed Data

One in 9 homestays reduced customer service in public areas such as using a prayer room or place of worship. The management details are as follows:

1. Planning
- The homestay manager has stopped customer service in public areas, namely the use of the prayer room. This is a form of prevention and spread of Covid-19.
2. Organizing
-
3. Actuating
-
4. Controlling

The homestay manager ensures that no one uses the prayer room.

8. Additional duration of time in cleaning the room

Table 10. Implementation of POAC in the additional duration of time in cleaning the room

Additional duration of time for room cleaning	Number of Homestays	P	O	A	C
	4	v	-	-	v

Source: Research Processed Data

There are 4 out of 9 homestays that apply an additional duration of time for cleaning the room. The management details are as follows:

1. Planning
- The homestay manager plans an additional duration of time for cleaning the room as a form of preventing the spread of Covid-19.
2. Organizing
-
3. Actuating
-
4. Controlling

The homestay manager ensures that employees spend additional time cleaning the rooms.

2. Hygiene and Environmental Safety

The table below presents data on the number of homestays implementing hygiene and environmental safety during the Covid-19 pandemic.

Table 11. Implementation of hygiene and environmental safety

No	Activity	Number of Homestays	
	Hygiene and Environmental Safety	Implement	Not Implement
1	Cleaning visibly soiled surfaces followed by disinfection	3	6
2	Perform additional cleaning of all frequently touched areas, such as doorknobs, etc	3	6
3	Laundry must be washed using materials that effectively kill viruses & bacteria	0	9

Source: Research Processed Data

Of the nine homestays in the National Tourism Village, three homestays clean surfaces that look dirty, followed by disinfection; 2 homestays do additional cleaning of all high-touch areas, such as doorknobs, etc.; and no homestay does. Laundry must be washed using materials that effectively kill viruses & bacteria. In hygiene and environmental safety measures, homestay managers carry out management as follows:

Table 12. Implementation of POAC in hygiene and environmental safety

No	Homestays that apply					
	Hygiene and Environmental Safety	Number of Homestays	P	O	A	C
1	Cleaning visibly dirty surfaces followed by disinfection	3	v	-	-	v
2	Perform additional cleaning of all frequently touched areas, such as doorknobs, etc	2	-	v	v	v
3	Laundry must be washed using materials that effectively kill viruses & bacte	0	-	-	-	-

Source: Research Processed Data

Management in more detail regarding hygiene and environmental safety is described as follows:

1. **Cleaning of visibly soiled surfaces followed by disinfection**

Table 13. Implementation of POAC in cleaning visibly dirty surfaces followed by disinfection

Cleaning of visibly soiled surfaces followed by disinfection of Amount of Homestay	Number of Homestays	P	O	A	C
	3	v	-	-	v

Source: Research Processed Data

3 out of 9 homestays cleaned visibly dirty surfaces, followed by disinfection. The management details are as follows:

1. Planning

Homestay managers clean dirty surfaces, followed by disinfection, such as dining tables and doorknobs. This is a form of prevention and spread of Covid-19.

2. Organizing

-

3. Actuating

-

4. Controlling

The homestay manager ensures that dirty surfaces that many people touch are cleaned and disinfected.

2. **Perform additional cleaning on all frequently touched areas, such as door handles.**

Table 14. Implementation of POAC in carrying out additional cleaning

Perform additional cleaning of all frequently touched areas, such as doorknobs, ect	Jumlah Homestay	P	O	A	C
	2	v	v	-	v

Source: Research Processed Data

There are 2 out of 9 homestays carry out additional cleaning on all areas that are frequently touched, such as doorknobs, etc. The management details are as follows:

1. Planning

The homestay manager plans to procure disinfectants for additional cleaners to prevent the spread of Covid-19.

2. Organizing

The homestay manager ensures that disinfectants are always available and have additional stock.

3. Actuating

-

4. Controlling

The homestay manager ensures that hand sanitizer is always available for tourists.

3. **Laundry must be washed using materials that effectively kill viruses & bacteria**

All homestays do not do laundry. They must be washed using materials that effectively kill viruses & bacteria.

3. **Social Distancing**

The table below presents data on the number of homestays implementing social distancing during the Covid-19 pandemic.

Table 15. Application of social distancing

No	Activity	Number of Homestays	
		Implement	Not Implement
	Social Distancing		
1	Organize employee work schedules properly based on shifts and work week	0	9
2	Limits of interaction between departments	0	9
3	Working from home, remote working, etc	0	9
4	Arrange employee break schedules to minimize social interaction	0	9
5	Tightening restrictions on visitors or employees who are not on duty at the workplace	0	9
6	Limitation of room service, delivery service only until the entrance to room	3	6
7	Limit check-in or check-out in person	0	9
8	Use of chatbots or similar platforms for guest communication/customer service	0	9
9	Request guests to minimize direct contact with employees	0	9

Source: Research Processed Data

Of the nine homestays in Kebangsaan Tourism Village, there are no homestays that properly manage employee work schedules based on shifts or work week; there is no homestay that regulates interaction limits between departments; no homestays that regulate work from home, remote work, etc.; there is no homestay that regulates employee rest schedules to minimize social interaction; no homestays with stricter restrictions on visitors or off-duty employees at work; 3 out of 9 homestays regulate room service restrictions, delivery services are only up to the entrance of the room; there are no homestays that limit direct check-in or check-out; none of the homestays uses chatbots or similar platforms for guest communication/customer service; no homestay asks guests to minimize direct contact with employees.

In social distancing measures, homestay managers carry out management as follows:

Table 16. Implementation of POAC social distancing

No	Homestays that apply					
	Social Distancing	Number of Homestays	P	O	A	C
1	Organize employee work schedules based adequately on shifts and work week	0	-	-	-	-
2	Limits of interaction between departments	0	-	-	-	-

3	Working from home, remote work, etc	0	-	-	-	-
4	Organize employee break schedules to minimize social interaction	0	-	-	-	-
5	Tightening restrictions on visitors or off-duty employees at the workplace	0	-	-	-	-
6	Limitation of room service, delivery service is only up to the entrance of room	3	v	-	-	v
7	Limit check-in or check-out in person	0	-	-	-	-
8	Use of chatbots or similar platforms for guest communication/customer service	0	-	-	-	-
9	Request guests to minimize direct contact with employees	0	-	-	-	-

Source: Research Processed Data

Management in more detail regarding social distancing is described as follows:

1. Organize employee work schedules based adequately on shifts and work week

All homestays do not manage employee work schedules properly based on shifts or work weeks.

2. Limits of interaction between departments

All homestays do not limit interactions between departments.

3. Work from home, remote work, and others

All homestays do not work from home, remote work, etc.

4. Arrange employee break schedules to minimize social interaction

All homestays do not set employee rest schedules to minimize social interaction

5. Tightening restrictions on visitors or employees who are not on duty at the workplace

All homestays do not place strict restrictions on visitors or employees who are not on duty at the workplace

6. Restrictions on room service, delivery service only until the entrance to the room

3 out of 9 homestays limit room service; delivery service is only up to the entrance of the room. The management details are as follows:

Table 17. Implementation of POAC within room service restrictions

	Number of Homestays	P	O	A	C
Limitation of room service, delivery service only up to the entrance of the room	3	v	-	-	v

Source: Research Processed Data

1. Planning

The homestay manager places restrictions on room service and delivery services only up to the entrance to the room. This is a form of prevention and spread of Covid-19.

2. Organizing

-

3. Actuating

-

4. Controlling

The homestay manager ensures room service restrictions and delivery services only up to the entrance to the room.

7. Limit check-in or check-out in person

All homestays do not limit direct check-in or check-out.

8. Use of chatbots or similar platforms for guest communication/customer service

All homestays do not use chatbots or similar platforms for guest/customer service communications.

9. Request guests to minimize direct contact with employees

All homestays do not require guests to minimize direct contact with employees.

V. CONCLUSION

The management of homestays at the National Tourism Village during the Covid-19 pandemic has not yet implemented CHSE. Some managers have taken basic infection prevention measures such as calling for frequent hand washing, providing hand sanitizers, encouraging employees to stay at home if they are sick, preparing different tissues and trash containers in public places, and increasing the duration of time for cleaning rooms. In addition, several managers have also carried out hygiene and environmental safety, such as cleaning surfaces that appear dirty, followed by disinfection and carrying out additional cleaning of all areas that are frequently touched. The manager has not done social distancing. Managers need training and outreach in implementing CHSE for homestay management. Suggestions for further research can be to conduct socialization training in implementing CHSE to see the extent of changes made by managers in managing homestay to prevent the spread of Covid-19.

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