
Model for Strengthening Homestays based on Traditional Houses in the Development of Community-Based Tourism in The Gebong Memarong Tourism Village

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Abstract:

This study aims to develop a model for strengthening traditional house-based homestays within the framework of community-based tourism (CBT) in the Gebong Memarong tourist village. The traditional houses of the oldest tribe in Bangka are positioned as assets with the potential to become community-based accommodations. This study uses a descriptive qualitative approach through in-depth interviews, participatory observation, and documentation with thematic analysis. The results of this study indicate that homestay strengthening is carried out through three main pillars: increasing human resource capacity, optimizing cultural and environmental values, and strengthening community-based governance through multi-stakeholder collaboration. Traditional houses also function as cultural interpretations that enrich the tourist experience. The main challenges include limited infrastructure, human resource capacity, and access to digital promotion. Therefore, sustainable cross-sector collaboration is needed. This study offers a conceptual model for integrating traditional houses in the development of community-based homestays that can be replicated in other tourist villages.

Keywords: Tourism Village, Homestay, Traditional House, Community-Based Tourism

Article information:

Submitted: September 8, 2025 | **Revised:** May 22, 2026 | **Accepted:** May 24, 2026

How to cite:

Hardyanti, Tarjih, M. A., & Devyilia. (2026). Model for Strengthening Homestays based on Traditional Houses in the Development of Community-Based Tourism in the Gebong Memarong Tourism Village. *Jurnal Sains Terapan Pariwisata*, 11(2), 288-295. <https://doi.org/10.56743/jstp.v11i2.696>

INTRODUCTION

Gebong Memarong tourist village is located in Gunung Muda Village, Airabik Hamlet, Bangka Regency. It is known as a village that still preserves the Lom (Urang Lom) tribe, the oldest Malay tribe inhabiting Bangka Island. This village was developed using a community-based tourism approach. This village has the potential for natural tourism, cultural heritage, and well-preserved local wisdom. This village is rich in natural resources, including medicinal plants believed to be beneficial for daily treatment, and traditions that are still frequently practiced, such as village alms harvest (Nuju Jerami), celebration after planting rice (beume), nganggun, and kenduri. Local wisdom is a perspective on life, knowledge, and various strategies used by communities to carry out daily activities to overcome various problems and meet their needs (Wibisono, 2017). One manifestation of this is the existence of the traditional houses of the Lok tribe, which now function as homestays and mini-museums managed by the Mapur Traditional Institution (LAM). The tourist village community group Gebong Memarong. (Lestari et al., 2024).

The development of tourist villages contributes to the economy, one of which is through optimizing homestays. In the Gebong Memarong tourist village, the existence of homestays needs to be continuously improved to support sustainable tourism activities. This development effort covers three main aspects: institutions, resources, and products offered (Damanik, 2014). Furthermore, the success of tourist village development is greatly influenced by the acceptance and support of the local community as the main actors in destination management (Heny & Dewi, 2018). However, the interest of the people in this village to participate in protecting natural resources still requires more intensive support, and the supporting infrastructure for homestay services is still limited, as well. lack of access to digital promotion.

The principle of community-based homestay is not only a place to stay, but homestay is also provided as a supporting tourism package, where the host also provides various facilities that visitors expect. (Diyah Sri W, & Dewa A, 2022). Community-based tourism (CBT) ensures that tourism activities have a long-term positive impact on the welfare of local communities (Fauziah A & Ilyas, 2024). Currently, homestay management in this village does not yet have adequate service standards and limited access to digital marketing. Furthermore, the use of digitalization in the tourism sector is an important supporting factor because it can adapt to changing tourism trends that are increasingly oriented towards digital technology to meet their travel needs (Mumtaz & Karmila, 2021). Through the implementation of digitalization, tourist villages also have greater opportunities to expand their market reach, both nationally and internationally.

The development of homestays based on traditional houses in the Gebong Memarong tourist village is an important issue to be studied in more depth, especially in supporting the implementation of community-based tourism (CBT). Through cultural values, customs, and local wisdom, the concept of community-based tourism becomes the basis for homestay management (Sari & Sri, 2018). Besides being a cultural asset, it also holds strategic potential in improving the quality of community-based homestay governance. However, in practice, various challenges remain, both in terms of infrastructure, human resource capacity, and access to digital promotion. Therefore, this research focuses on analyzing a model for strengthening traditional house-based homestays to support CBT and identifying the challenges and strategies needed in developing community-based homestays.

Based on the problems above, this study offers a novelty in the form of an integration model that combines the concept of traditional houses as cultural assets with CBT-based management, in contrast to previous studies that generally separate cultural and accommodation aspects, this study

places traditional houses as the center of the tourism experience as well as an instrument for empowering the local community's economy in a sustainable manner.

METHOD

This study uses a descriptive qualitative approach to analyze the model of strengthening traditional house-based homestays in supporting community-based tourism (CBT). Data collection through in-depth interviews, Focus Group discussions (FGD), participatory observation and documentation (Sugiyono, 2020). Informants in this study were purposively selected, totaling 8 people consisting of 2 (two) representatives of the Bangka Regency Tourism and Culture Office, 2 (two) representatives of the Indonesian Tourism Actor Association ASPPI Babel, representatives of academics, the traditional head of the Mapur Traditional Institution (LAM), Tourism Awareness Group. Focus Group discussions (FGD) was used to examine collective perspectives regarding the role of traditional houses in strengthening community-based homestay governance.

Data analysis used thematic analysis through several stages, namely; (1) data reduction by grouping information from observation interviews and Focus Group discussions (FGD); (2) coding process, to identify themes such as human resource capacity, cultural utilization, and community governance; (3) interpretation of the relationship between themes; and (4) drawing conclusions that produce a model for strengthening homestays based on traditional houses.

RESULTS AND DISCUSSION

1. Overview of Gebong Memarong tourist village

A tourist village is an integrated ecosystem comprising various attractions (nature, culture, and creative works by local residents). Gebong Memarong tourist village is a community-based destination with natural tourism potential, namely abundant traditional herbal medicinal plants, and culture, particularly the presence of traditional houses (of the Lom tribe), the oldest ethnic group in Bangka Belitung, as its main attraction. In general, the management of this village involves community participation through the Mapur Traditional Institution (LAM) and the Tourism Awareness Group (Tourism Awareness Group), although this is still in the development stage.



Figure 1. Gebong Memarong Village Homestay
Source: jadesta.kemenparekraf.go.id

Existing conditions indicate that the management of traditional house-based homestays is not yet fully optimal. This is evident in the limited supporting infrastructure, such as accessibility, sanitation facilities, and tourist amenities. Furthermore, human resource capacity in homestay services and digital marketing remains limited, resulting in a relatively limited tourist reach. This homestay has a rectangular stage area measuring approximately 5x5 meters with a stage height of 1.5 meters. The basic house is made of ibul wood with a nipah leaf roof and bark walls, and stands solidly (without nails). Gebong Memarong tourist village has successfully entered the top 500 developing tourist villages (Jadesta, 2024). Based on this, This tourist village has great potential in developing community-based tourism, marked by strong local cultural values, support from traditional institutions and stakeholder involvement so that this village has the opportunity to develop into a sustainable culture-based homestay that is still preserved and utilized as a museum and homestay.

2. Homestay strengthening model based on traditional houses

Human resource development (HRD) is the main foundation in strengthening traditional house-based homestays in the Gebong Memarong tourist village. Based on research results, local communities, especially homestay managers, still need to improve their competencies in aspects of tourism services (hospitality), homestay management, and understanding of cleanliness and comfort standards for tourists. Efforts to improve HRD have been carried out through training facilitated by the Bangka Regency Tourism and Culture Office and ASPPI Babel, which includes guest services, homestay management, and an introduction to Standard Operating Procedures (SOPs). This training is considered important to improve service quality and strengthen the competitiveness of community-based homestays.

Human resource development is also directed at mastering digital literacy as part of promotional and marketing strategies. Findings indicate that some communities still have limited access to digital platforms to promote homestays. Therefore, training related to digital marketing, social media usage, and reservation platform management is essential for homestay services. Improving digital literacy aligns with current trends that aim to reach the tourist market and encourage community independence in managing homestay businesses sustainably.

Utilizing traditional houses as tourist attractions is a key element in strengthening the culture-based homestay model. Traditional houses serve not only as lodging but also as cultural interpretation spaces that provide authentic experiences for tourists. Tourists can directly engage in daily community activities, such as learning about local traditions, culinary specialties, traditional herbal drinks, and local wisdom passed down through generations. Therefore, traditional houses serve as the main destination identity, distinguishing homestays in the Gebong Memarong tourist village from other conventional accommodations and strengthening the appeal of experiential tourism within the framework of community-based tourism (CBT).

The management of community-based tourism (CBT) homestays in the Gebong Memarong tourist village emphasizes active community participation and collaboration between stakeholders.

Management is carried out collectively through the role of Tourism Awareness Group as the main driver at the local level, with full support from the Mapur traditional community in maintaining cultural values and traditional norms. Based on the results of interviews with the Mapur Traditional Institution (LAM), it shows that the use of traditional houses as homestays must still pay attention to the authentic values and inherent traditional norms. One informant said that "this replica traditional house is used for homestays, but its form, structure and cultural values must not be changed because it is an ancestral heritage." This confirms that the development of traditional house-based homestays is not only oriented towards economic aspects, but also efforts to preserve culture in a sustainable manner.

Table 1. Standard Homestay Assessment Form

Aspect	Element	Sub-elements
1	Product	Building Function 1 The building functions as a homestay
		Replica of a Traditional House 2 The homestay building reflects local culture.
		Parking 3 Parking is available.
		Direction Markers 4 Homestay nameplate available.
		5 Disaster information guides are available to help you save yourself.
		6 Guest Book
		En suite bathroom available 8 En suite bathroom available
		7 There is a standing shower/bathtub
		8 Air ventilation and lighting are available.
		9 There is clean water.
		10 Rubbish bin
		Bedroom 11 Beds and facilities available
		12 Ventilation windows are available
2	Serve	13 Hand washing facilities are available.
		Security 14 Security services available
3	Management	Management 15 Management room and multipurpose room are available.
		Building a pet program 16 Implementing building maintenance programs as well as maintaining cleanliness and sanitation.
		Safety and security 17 Have first aid equipment
		Human Resources 18 Implementing training programs from the government and private sector

Source: based on data from the Ministry of Tourism and Creative Economy in 2014

Based on the results of the analysis of the assessment list form Homestay, Gebong Memarong Tourism Village has several aspects that include products, services, and homestay management, including primary and supporting facilities. The availability of these components indicates the potential for development in supporting community-based tourism activities (Ministry of Tourism and Creative Economy, 2019)

3. Conceptual model based on Community-Based Tourism

The conceptual model for strengthening traditional house-based homestays in the Gebong Memarong tourist village is based on the core principles of community-based tourism (CBT): active community participation, cultural preservation, and equitable distribution of economic benefits. This model integrates three main components: human resource capacity building, utilization of traditional houses as tourist attractions, and community-based governance. These three components are interconnected and form a sustainable homestay management system, where local communities play a key role in the planning, management, and evaluation of tourism activities.

In its implementation, collaboration between stakeholders is a key factor in supporting the success of this model. Based on the results of an interview with the Head of the Destination Division of the Bangka Regency Tourism and Culture Office, it was stated that *"The development of traditional house-based homestays needs to be supported through training, mentoring, and standardization to be able to compete and provide adequate services to tourists."* This shows that the government's role is not only as a regulator but also as a facilitator in increasing community capacity.

From the industry perspective, ASPPI Babel emphasized that *"The uniqueness of traditional houses is the main selling point that must be packaged attractively, especially through digital promotions, in order to reach a wider market and take advantage of new trends in tourism."* This statement strengthens the integration between culture and marketing strategies in supporting sustainable tourism. In the Forum Group Discussion (FGD) activity organized by the Tourism Study Program of the Citra Internasional Institute, *"Gebong Memarong Village is the right place to carry out our service in collaboration with ASPPI Babel, this village has potential that is in line with the concentration in the tourism curriculum which emphasizes the principles of sustainable tourism and community-based tourism."*

The Mapur Traditional Institution emphasized that *"The utilization of this traditional house we still prioritize the authentic values and applicable customary rules so as not to lose the cultural identity of the community"* this perspective is the main foundation in the development of CBT, so that tourism does not damage existing local values. However, the technical management of the implementation of the CBT model is still not optimal in line with the results of the Tourism Awareness Group interview *"Homestay management is carried out simply in accordance with the available infrastructure and has not fully operated professionally"* this reflects the ineffectiveness of CBT-based management for that it needs continuous training and mentoring from stakeholders so that the CBT-based conceptual model can have a positive impact on the local economy and create sustainable tourism and based on local wisdom.

4. Challenges and Strengthening Strategies

Tourism development needs to be implemented in a planned and integrated manner, taking into account various aspects, particularly the local economy and socio-cultural aspects. This will minimize the negative impacts of tourism (Andriani et al., 2023). The development of traditional house-based homestays in the Gebong Memarong tourist village still faces several major challenges. Physically, limited infrastructure, such as accessibility, sanitation facilities, and supporting amenities,

hinders meeting tourist comfort standards. Human resources-wise, community capacity in homestay management and tourism services is uneven. Furthermore, limited digital literacy impacts the low optimization of destination promotion and marketing.

The results of interviews with the Bangka Regency Tourism and Culture Office showed that *"The main obstacle faced by tourist villages is the readiness of human resources and supporting infrastructure that do not fully meet tourism service standards"* on the other hand ASPPI Babel stated that *"Tourism potential is quite large, but it is not yet supported by a targeted and sustainable digital promotion strategy"* At the local level, Tourism Awareness Group also recognizes this so that it still requires synergy between stakeholders in overcoming these obstacles. Especially in the optimal development and management of homestays.

Based on challenges to address these challenges, an integrated and sustainable strengthening strategy is needed. First, increasing human resource capacity through ongoing training in homestay services, business management, and digital literacy. Second, strengthening local institutions through the active role of Tourism Awareness Group and the Mapur Traditional Institution (LAM) in maintaining service quality and preserving cultural authenticity. Third, developing a community-based digital promotion system integrated with tourism platforms to expand market reach. Fourth, increasing cross-sector collaboration between government, academics, and industry players in the form of mentoring, standardization, and strengthening market networks.

CONCLUSION

This research provides a conceptual contribution in the form of a model for strengthening traditional house-based homestays within a community-based tourism (CBT) framework that integrates human resource capacity, cultural utilization, and community-based governance. Traditional houses are positioned as the core of the tourism experience, simultaneously serving as an instrument for economic empowerment and cultural preservation.

These findings identified challenges in infrastructure, human resource capacity, and digital promotion. The model's sustainability is supported through local institutions, including the Mapur Traditional Institution (LAM) and the Tourism Awareness Group, as well as collaboration between stakeholders in training, mentoring, and standardization. This model has the potential to be developed into a culturally-based tourist village attraction.

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