

## HOMESTAY DIGITAL MARKETING IN TOURISM VILLAGES IN SOUTH SULAWESI (CASE STUDY IN 3 FEATURED TOURISM VILLAGE)

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### ABSTRACT

One type of accommodation that is widely found in tourist villages is homestay. Homestay is an accommodation that offers the experience of living together with locals in their homes. Homestay is a popular form of accommodation in tourist villages because it provides a different experience from other accommodations, as well as providing opportunities for tourists to interact with locals. Although homestays are in great demand by tourists, there are still some challenges in marketing them in tourist villages. One of the challenges faced by homestay marketers in tourist villages is the lack of knowledge on how to market effective homestays. In addition, homestays in tourist villages are also faced with competition with other accommodations such as hotels, villas, and other inns. The results showed that the homestay marketing strategy has not been effective enough in Tourism Villages in South Sulawesi, because homestay owners / managers and pokdarwis as homestay marketing coordinators in tourism villages have not had the right concept in their marketing. The role of information technology has not increased the effectiveness of homestay digital marketing in tourism villages in South Sulawesi due to limited digital literacy and resources.

**Keywords :** *Homestay; Tourism Village; Digital Marketing*

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### INTRODUCTION

In the current era of globalization, tourism is one of the most developed and promising economic sectors. This is because tourism is one of the sectors that makes a positive contribution to economic growth, both at the national and local levels, especially at the lowest administrative level of state administration, namely villages, in this case tourist villages. Village tourism is one form of tourism that is growing rapidly in Indonesia (Habibi, 2022). Tourism villages offer attractive natural beauty, unique local culture, and a calm atmosphere away from the hustle and bustle of the city (Pakpahan, 2023).

One type of accommodation that is commonly found in tourist villages is homestay. Homestay is an accommodation that offers the experience of living together with local residents in their homes. Homestay is a popular form of accommodation in tourist villages because it provides an experience that is different from other accommodations, as well as providing opportunities for tourists to interact with local residents.

Although homestays are in high demand by tourists, there are still some challenges in marketing them in tourist villages. One of the challenges faced by homestay marketers in tourist villages is the lack of knowledge on how to market homestays effectively. In addition, homestays in tourist villages are also faced with competition from other accommodations such as hotels, villas, and other inns.

In the face of these challenges, an in-depth study of homestay marketing in tourist villages is needed. This research is expected to provide a better understanding of the factors that influence homestay marketing in tourist villages, as well as provide recommendations that can be used by homestay marketers in marketing their homestays (Mohaidin et al., 2017).

In terms of homestay marketing, local communities can utilize technology to promote their homestays (Suarto, 2017). According to Elita Agustina in her book "Tourism Marketing" (2020), local communities can utilize social media to promote their homestays and build relationships with tourists (Robaina et al., 2020).

In addition, local communities can also work with travel agents or online booking sites to market their homestays. According to R. Wahyudi Siswanto in his book "Tourism Marketing" (2017) working with travel agents or online booking sites can increase the exposure of homestays to tourists.

However, homestay management can also be a challenge for local communities. According to Titisariyana in his book "Community-Based Tourism Development" (2010), poor homestay management can affect the image of the homestay and affect tourist visits to the area.

Therefore, local communities must pay attention to important aspects of homestay management. These aspects include safety, cleanliness, and service quality. According to Dwi Prasetyo in his book "Sustainable Tourism" (2021), good homestay management must pay attention to these aspects to provide a positive experience for tourists. In addition, homestay management can also provide economic benefits to the local community. According to Hanny Fitria in his book "Community-Based Tourism Development" (2020), homestays can be an alternative source of income for local communities, and can strengthen the local economy.

However, homestay management must also pay attention to aspects of sustainability. According to Nofryadi in his book "Tourism Marketing" (2023), environmentally friendly homestay management can help minimize negative impacts on the environment.

In homestay development, the government can also play an important role. According to Titisariyana in his book "Community-Based Tourism Development" (2010), the government can provide support in terms of training and homestay development and can facilitate cooperation between local communities and related parties in homestay development (Tjiptono, 2013). In addition, the government can also provide incentives for local communities to develop homestays. For example, the government can provide incentives in the form of capital assistance or tax exemptions for homestay development. In this case, cooperation between the government, local communities, and the tourism sector is essential in the development of sustainable homestays. According to Dwi Prasetyo in his book "Sustainable Tourism" (2018), such cooperation can create a mutually beneficial relationship for all parties.

In addition, promotion is also important in homestay development. According to Hanny Fitria in her book "Community-Based Tourism Development" (2018), homestay promotion can be done in various ways, such as through social media, online booking sites, or through tourism promotion programs organized by the government.

However, homestay promotion must also pay attention to sustainability. According to Nofryadi in his book "Tourism Marketing" (2020), sustainable homestay promotion must pay attention to aspects such as the use of environmentally friendly promotional media, as well as respecting local culture in homestay promotion (Rusyidi & Fedryansah, 2019). In this case, the government can also provide support in homestay promotion. According to Titisariyana in his book "Community-Based Tourism Development" (2015), the government can hold homestay promotion programs and can facilitate cooperation between local communities and related parties in homestay promotion.

In homestay development, evaluation is also important. According to Dwi Prasetyo in his book "Sustainable Tourism" (2022), homestay evaluation can be done to find out the strengths and weaknesses of the homestay, as well as to determine improvement steps. In addition, evaluations can also be carried out to determine the impact of homestays on local communities and the environment. According to Hanny Fitria in her book "Community-Based Tourism Development" (2020), the evaluation can be used to develop better and more sustainable homestays (Kelana, 2021).

Research conducted by Nur Nadiah Mohd Ismail and Azlina Abdullah in (2019), which aims to examine the perceptions of foreign tourists towards homestays in Malaysia. The results showed that foreign tourists have a positive perception of homestays in Malaysia, mainly because homestays provide a different experience and are closer to local culture.

Research conducted by Rizki Amelia and Hanifah Hanifah in 2018, which aims to examine the factors that influence tourists in choosing a homestay as a place to stay. The results showed that factors such as price, location, facilities, and experiences offered by homestays influenced tourists' decisions in choosing homestays.

Research conducted by Amalia Rahma in (2018), which aims to examine the effect of homestay on the local economy in Indonesia (Osman et al., 2023). The results showed that

homestays can have a positive impact on the local economy, especially through increased income for host families and increased tourist spending in the local area.

There are several factors that influence the success of homestays, such as location, service quality, facilities, and price. Some studies show that a strategic location can be a competitive advantage for homestays, while factors such as service quality and facilities can increase travelers' lodging satisfaction and encourage them to recommend homestays to others.

However, price is also an important factor in tourists' decision to choose a homestay. Some studies show that homestays that offer more affordable prices can be an attractive option for budget travelers. However, prices that are too low may also be considered a sign of low-quality services or facilities.

Homestays in tourist villages are a form of accommodation that attracts tourists who want to experience living in the midst of the local community. Homestays can also be an alternative for tourists who are looking for a different experience from ordinary hotels or resorts. Homestays in tourist villages can provide a different experience in traveling, namely by introducing tourists to the lives of local people and the culture that exists in the village. Homestay marketing in tourist villages can also help improve the economy of local communities and preserve the culture of the village.

**The Importance of Homestay Marketing in Tourism Villages** Homestay marketing in tourism villages is important because homestays in tourism villages can be an attraction for tourists who are looking for a different experience. Homestays in tourist villages can also help improve the economy of the local community and preserve the culture in the village. Homestay marketing in tourist villages can be done in various ways, such as promotion through social media, promotion at tourism events, and so on.

**The Role of Marketing in Improving the Economy of Local Communities** Homestay marketing in tourist villages can help improve the economy of local communities because with homestays, tourists will be more interested in visiting the village. That way, local communities can offer local products that they produce, such as specialty foods, handicrafts, and so on. In addition, with homestays, local communities can also offer services that can improve their economy, such as local guide services, local transportation services, and so on.

Barania Tourism Village is one of the tourist destinations located in Sinjai Regency, South Sulawesi. The village has enchanting natural beauty, with vast rice fields, green mountains and cool air. Barania Tourism Village is also famous for its agricultural products such as rice, cloves and cocoa. Barania Tourism Village offers a variety of tourist activities that can be done by visitors. One of them is trekking in the mountains surrounding the village. Visitors can enjoy the beautiful natural scenery and breathe in the cool fresh air. In addition, visitors can also learn about agriculture in Barania Tourism Village. They can see first-hand how to grow crops and harvest agricultural products such as rice, cloves and cocoa. Barania Tourism Village also offers a unique experience in terms of culture. Visitors can visit traditional houses in the village and learn about the customs and habits of the local people. In addition, visitors can also watch traditional art performances such as traditional dances and music performed by the people of Barania Tourist Village.

Kambo Tourism Village is located in Palopo City, South Sulawesi. The village is famous for its charming natural beauty, with green rice fields, beautiful mountains and cool air. The village is also famous for its agricultural products such as rice, cloves and cocoa. Kambo Tourism Village offers a variety of tourist activities that can be done by visitors. One of them is trekking in the mountains surrounding the village. Visitors can enjoy the beautiful natural scenery and breathe in the cool fresh air. In addition, visitors can also learn about agriculture in Kambo Tourism Village. They can see first-hand how to grow crops and harvest agricultural products such as rice, cloves and cocoa. Kambo Tourism Village also offers a unique experience in terms of culture. Visitors can visit traditional houses in the village and learn about the customs and habits of the local people. In addition, visitors can also watch traditional art performances such as traditional dances and music performed by the people of Kambo Tourism Village.. In addition to natural and cultural tourism, Kambo Tourism Village also offers religious

tourism. The village is famous for the Kambo Great Mosque, which is the oldest mosque in South Sulawesi. Visitors can visit this mosque and see the beauty of the architecture and ornaments in it. Kambo Tourism Village is also famous for handicrafts such as ikat weaving, traditional musical instrument making, and woodworking. Visitors can visit the handicraft center in this village and buy souvenirs typical of South Sulawesi such as woven fabrics and wooden crafts.

Matano Tourism Village is located in East Luwu Regency, South Sulawesi. The village is famous for the beauty of Lake Matano, which is the deepest freshwater lake in Southeast Asia. Lake Matano has stunning natural beauty with clear water and a beautiful environment. Matano Iniaku Tourism Village offers a variety of tourist activities that can be done by visitors. One of them is a culinary tour, by enjoying typical South Sulawesi food such as grilled carp and konro soup. In addition, visitors can also do water sports such as snorkeling, diving and fishing in Lake Matano. Matano Iniaku Tourism Village also offers a unique cultural tourism experience. Visitors can learn about the culture and customs of the local community, as well as watch traditional art performances staged by the people of Matano Iniaku Tourist Village. In addition, visitors can also visit the village's handicraft center and purchase South Sulawesi souvenirs such as woven fabrics and silverware.

Based on the background description above, the researcher is interested in conducting research with the title “**Digital Homestay Marketing in Tourism Villages in South Sulawesi**”.

## **RESEARCH METHOD**

The research approach used is a quantitative research approach. Qualitative research used for homestay marketing research in 3 (three) leading tourism villages in South Sulawesi, namely Barania Tourism Village in Sinjai Regency, Kambo Tourism Village in Palopo City and Matano Iniaku Tourism Village in East Luwu Regency, includes: Case study, FGD, Participant Observation, in-depth interview, and content analysis (Arman, 2017).

The research time was carried out from March to August 2023 and the research locations were in 3 (three) Tourism Villages in South Sulawesi. Data sources used primary data that researchers get from, homestay owners, homestay guests, tourism village officials, marketing or tourism experts, and secondary data obtained in the form of documents such as brochures, newsletters, websites, homestay social media, and articles about homestays can provide information about how homestays are marketed in tourist villages, available facilities, prices, and guest feedback who have used homestay facilities. The data collection instruments used in this research are observations, interviews and documentation. Then the data analysis techniques used are, Thematic analysis is used to analyze interview data, discussion groups, and observations; Content analysis is used to analyze documents such as brochures, newsletters, websites, homestay social media, and articles about homestays; Narrative analysis is used to analyze interview data, discussion groups, and observations with a focus on the stories told by respondents; Descriptive analysis is used to describe the data that has been collected in the study.

## **RESULT AND DISCUSSION**

### **Effective Homestay Marketing Strategy**

Based on interviews with homestay owners, pokdarwis as homestay marketing coordinators and marketing experts, several effective homestay marketing strategies were found, which in this study are divided into 3 (three) discussions, namely: (1) building partnerships with local travel agents in the Sinjai Regency or South Sulawesi region; (2) utilizing social media and websites for promotion; and (3) offering unique local experiences to overnight guests.

#### **1. Establishing cooperation with local travel agents.**

Effective cooperation between homestay managers in tourist villages and local travel agents is considered important to increase tourism in tourist villages, expand the customer base of local travel agents, and provide benefits to local communities. This study used a

qualitative approach with in-depth interviews as the main method of data collection. The results of this study identify the factors that influence cooperation, the benefits generated, and the challenges faced in building such cooperation. This study also provides recommendations to improve cooperation between homestay managers and local travel agents in the context of tourism villages.

Tourism villages have become a popular destination for travelers seeking a more authentic and immersive experience. On the other hand, local travel agents play an important role in connecting tourists with various services, including accommodation in tourist villages. However, cooperation between homestay managers in tourist villages and local travel agents is often faced with various challenges and barriers. Therefore, this study aims to understand more about how to build effective cooperation between these two parties.

Using a qualitative approach with in-depth interviews as the main method of data collection in this study, a number of homestay managers and local travel agents in several tourist villages were identified and interviewed. Data from the interviews were analyzed using content analysis to identify the main themes that emerged. The results of this discussion are as follows:

a. Factors Affecting Cooperation

- 1) Trust: Trust is a key factor in building a successful partnership between homestay managers and local travel agents (Mahdzar, 2019). Homestay managers need to be confident that travel agents will bring suitable tourists and travel agents need to be confident that homestay managers will provide good services to tourists.
- 2) Mutual Benefits: The existence of mutual benefits is the motivation for both parties to work together. Homestay managers gain access to a wider market through travel agents, while travel agents gain access to unique and diverse accommodation in tourist villages.
- 3) Common Interests: The common interest in developing tourism in a tourist village is also an important factor. Both parties have an interest in maintaining the beauty and sustainability of the tourist village.

b. Benefits of Cooperation

- 1) Increase in the number of tourists: Cooperation with local travel agents can help homestay managers to increase the number of tourists staying. Travel agents have a wider market reach.
- 2) Increase in Income: With an increase in the number of tourists, the income of homestay managers also increases. This has a positive impact on the local economy.
- 3) Joint Promotion: Cooperation allows for joint promotion, which can save on promotional costs and increase the visibility of the tourism village.

c. Challenges in Building Cooperation

- 1) Differences in Expectations: Homestay managers and travel agents often have different expectations in this partnership. Homestay managers may expect a lower commission rate, while travel agents want to optimize profits.
- 2) Coordination Difficulties: Coordination between homestay managers and travel agents can be challenging, especially if there are multiple parties involved.
- 3) Dependency: Homestay managers may become too dependent on travel agents for their visitors. This can be risky if the travel agent decides to stop cooperating.

d. Recommendations

- 1) Long-term Commitment: Successful cooperation requires long-term commitment from both parties. This means not only focusing on short-term gains, but also on sustainable tourism development.
- 2) Skills Development: Homestay managers and travel agents need to be provided with the necessary training and skills development to run their businesses effectively.
- 3) Use of Technology: Utilization of technology such as online booking platforms can help in easing the reservation and payment process for tourists.



Thus, cooperation between homestay managers in tourist villages and local travel agents has great potential to benefit both parties and promote local tourism (Hadi et al., 2022). However, to achieve successful cooperation, there needs to be trust, mutual benefits, and strong understanding between the two parties. In addition, challenges such as different expectations and coordination difficulties need to be properly addressed through good communication and long-term commitment. By taking the recommended steps, homestay managers and local travel agents can work together more effectively, boost tourism in tourist villages, and provide sustainable economic benefits to local communities.

The importance of building solid cooperation between homestay managers and local travel agents not only creates better business opportunities for both parties, but also contributes to the overall development of tourist villages. With strong cooperation, tourist villages can be an example of how sustainable tourism can benefit local communities while preserving the environment and culture (Asmoro & Cahyadi, 2022).

However, it is important to remember that each tourism village has different characteristics and needs. Therefore, an approach that works in one tourist village may not necessarily apply to another. Therefore, it is important for homestay managers and local travel agents to tailor their cooperation strategies to the specific context and needs of their tourist villages.

For future research, it is recommended to expand the scope of this study by taking a larger sample of different tourist villages. This will help in better understanding the diverse factors that influence cooperation between homestay managers and local travel agents in different contexts. In addition, further research could also focus on the development of sustainable business models for tourism villages, which could guide homestay managers and local travel agents in building partnerships that benefit all parties involved.

In conclusion, cooperation between homestay managers in tourist villages and local travel agents has great potential to boost local tourism and provide sustainable economic benefits for the community. However, achieving this requires trust, mutual benefits, and a strong understanding between the two parties, as well as a long-term commitment to sustainable tourism development. By addressing the challenges and following the suggested recommendations, this cooperation can become an important pillar in advancing rural tourism globally.

1. Utilize social media and websites for promotion.

The use of social media and websites as promotional tools for homestays in tourist villages has become increasingly important in connecting homestay owners with potential guests. This research explores in detail how social media and websites can be effective instruments for promoting homestays in tourist villages (Lieb, 2011). In this context, this study uses a qualitative approach with in-depth interviews, content analysis, and case study methods. The results show that the use of social media and websites provides significant benefits in the promotion of homestays in tourist villages, including increased visibility, potential guest engagement, and sustainable business growth. However, there are challenges that need to be overcome, such as relevant content, time management, and impact evaluation. This research also provides practical recommendations for homestay owners and local governments in maximizing the potential of social media and websites in homestay promotion in tourist villages.

Tourism villages are destinations that are increasingly in demand by tourists seeking a more authentic and immersive vacation experience. In an effort to promote homestays in tourist villages, social media and websites have become increasingly important tools (Santoso, 2019). Social media such as Facebook, Instagram, and Twitter, as well as websites dedicated to homestays, provide effective platforms to market these accommodations to a wider audience. This research aims to explore in detail how the use of social media and websites can be an effective tool to promote homestays in tourist villages (Kaur, 2017).

As noted in the previous chapter, this research adopts a qualitative approach that includes in-depth interviews, content analysis, and case studies. Several homestay owners in tourist villages who actively use social media and websites in their promotion were identified and interviewed. In addition, the content uploaded on social media and websites was also analyzed to understand the promotional strategies used. Case studies of several tourist villages were selected to provide a deeper understanding of the experience of using social media and websites in different contexts.

From this research approach, the research focus on the utilization of social media and websites for homestay promotion in South Sulawesi tourism villages shows the following results:

a. The Importance of Social Media and Websites in the Promotion of Homestays in Tourism Villages

- 1) **Increased Visibility:** Social media and websites allow homestay owners to significantly increase their visibility. They can reach potential guests all over the world, which was previously difficult to do through conventional promotion methods.
- 2) **Potential Guest Engagement:** Social media allows direct interaction between homestay owners and potential guests. Comments, private messages, and reviews can help in answering questions, providing additional information, and building closer relationships with potential guests.
- 3) **Sustainable Business Growth:** By utilizing social media and websites, homestay owners can build their own brand. This can help in maintaining sustainable business growth, as satisfied guests are likely to return and recommend the homestay to others.

b. Effective Promotion Strategy

- 1) **Quality Content:** Quality and engaging content is essential in luring potential guests. High-quality images, informative descriptions, and positive reviews are elements that should be included in promotional content.
- 2) **Posting Consistency:** Consistency in posting content on social media is very important. This helps in retaining the interest of potential guests and increases visibility in social media algorithms.
- 3) **Special Promotions:** Special offers, such as discounts or vacation packages, can be used to attract the attention of potential guests. The use of measurable promotional campaigns can help increase bookings.

c. Challenges in Utilizing Social Media and Websites

- 1) **Relevant Content:** Providing relevant and engaging content requires significant time and effort. Homestay owners need to invest in regular content updates.
- 2) **Time Management:** Managing social media and websites requires good time management. Too much time spent on digital platforms can interfere with direct homestay management.
- 3) **Impact Evaluation:** Measuring the impact of social media and website promotions can be challenging. Homestay owners need to understand metrics such as conversion rates and guest retention to evaluate the success of their strategy..

d. Recommendations

- 1) **Training and Education:** Local governments and tourism associations can provide training and education to homestay owners on how to effectively utilize social media and websites.
- 2) **Collaboration:** Homestay owners can collaborate with other homestay owners in the tourism village to manage websites or social media campaigns together. This can reduce the workload and increase the visibility of the tourism village as a whole.
- 3) **Use of Technology:** Homestay owners can utilize technology tools such as online reservation management to manage bookings more efficiently.
- 4) **Regular Evaluation:** Homestay owners need to regularly evaluate the impact of their social media and website promotions and make adjustments if needed.

As such, social media and websites have become very effective tools in promoting homestays in tourist villages. They can increase visibility, potential guest engagement, and sustainable business growth. However, the use of social media and websites also faces challenges, such as relevant content and time management (Laura Hardilawati, 2020). By following the suggested recommendations and addressing these challenges, homestay owners and local governments can maximize the potential of social media and websites in the promotion of homestays in tourist villages. Thus, tourist villages can grow and develop sustainably, providing benefits to homestay owners, tourists, and local communities.

1. unique local experience to guests.

Unique local experiences are one of the main factors that attract tourists to tourist villages. This research explores in depth how tourist villages can successfully offer unique local experiences to homestay guests. A qualitative approach was used in this research through in-depth interviews, case studies, and content analysis. The results identified important elements in creating a unique local experience, including local community participation, cultural preservation, and effective promotion. In addition, challenges such as over-commercialization and harmonization with the environment were also discussed. This research provides recommendations for homestay owners, local governments, and other stakeholders in promoting and protecting unique local experiences in tourist villages (Budiani et al., 2018).

As noted earlier, tourist villages are an increasingly popular destination for travelers seeking a more immersive and authentic experience. One of the main attractions of a tourist village is its ability to offer unique local experiences to homestay guests (Jacobson et al., 2020). These experiences include interactions with local people, culture, as well as unique natural environments. This research aims to go in-depth on how tourist villages can create and promote these unique local experiences. Hasil dalam fokus ini ditemukan beberapa hal yang menjadi catatan penting sebagai pengayaan dan menggali potensi local berupa pengalawan local yang unik yang meliputi:

a. Local Community Participation

- 1) Importance of Active Participation: Success in offering unique local experiences depends on the active participation of local communities. This includes their involvement in serving local food, growing crops, sharing cultural stories, and serving as tour guides.
- 2) Respect Traditions and Values: It is important to respect the traditions and values of the local community in creating an authentic experience. This allows homestay guests to feel involved in the local culture.

b. Culture Preservation

- 1) Importance of Preservation: Cultural preservation is a key element in offering unique local experiences. Tourism villages need to protect local traditions, dances, music and crafts to keep them alive.
- 2) Balance with Modernization: The challenge in maintaining cultural preservation is to maintain a balance with modernization (Melis & Chambers, 2021). Renewal and economic development must be done without compromising the indigenous culture.

c. Effective Promotion

- 1) Compelling Stories: Promotion of unique local experiences requires a strong and compelling story. This can include a compelling narrative about the history and culture of the village.
- 2) Collaboration with Travel Agents: Cooperation with local travel agents can help in promoting local experiences to a wider market.

d. Challenges in Offering Unique Local Experiences

- 1) Excessive Commercialization: Too much focus on the commercial aspect can detract from the authenticity of the local experience. It is important to maintain a balance between business and culture.



- 2) Harmonization with the Environment: The development of tourist villages should go hand in hand with the protection of the natural environment. Tourism enhancement should go hand in hand with nature preservation.
  - e. Recommendations
    - 1) Awareness Raising: Local governments and other stakeholders need to raise awareness about the importance of unique local experiences in attracting tourists.
    - 2) Education and Training: Local communities need to be provided with education and training to help them understand how to engage in the provision of authentic local experiences.
    - 3) Establishment of Codes of Conduct: In some cases, the establishment of a code of conduct or guidelines for homestay managers and other stakeholders can help maintain the quality and authenticity of local experiences.
    - 4) Continuous Promotion: The promotion of unique local experiences needs to be an ongoing endeavor, constantly updated and adapted to market trends and demands.

From the foregoing, it follows that offering unique local experiences to homestay guests in tourist villages is one important aspect of sustainable tourism development. In understanding how to create these experiences, this research has identified important elements such as local community participation, cultural preservation, and effective promotion (Asy'ari & Putra, 2023). Challenges such as over-commercialization and harmonization with the environment must also be addressed. By following the suggested recommendations, homestay owners, local governments, and other stakeholders can work together to promote and protect unique local experiences in tourist villages. Thus, tourist villages can continue to thrive as attractive and sustainable destinations for tourists while providing positive benefits to local communities.

### **The Role of Information Technology in Homestay Digital Marketing**

The increase in information technology has had a significant impact on various sectors, including the tourism industry. One aspect that has been impacted is homestay marketing in tourist villages. Information technology allows homestay owners to utilize online platforms to increase visibility and attract tourists. This research will discuss the role of information technology in the digital marketing of homestays in tourist villages, focusing on online booking, online reviews and testimonials, and the use of online marketing platforms (Sugandi et al., 2020).

The results of a survey of tourists show that information technology plays an important role in improving the effectiveness of homestay marketing. Some of the findings include: (1) easy and fast online booking; (2) online reviews and testimonials that influence tourists' decisions; and (3) the use of online marketing platforms such as Airbnb and Booking.com.

Easy and fast online booking.

Today, information technology has brought significant changes in the tourism industry, especially in the context of accommodation booking (Tjiptono, 2015). Easy and fast online booking is an integral part of the homestay marketing strategy in tourist villages. This research will discuss in depth about easy and fast online booking, focusing on tourist villages. The influence of information technology in simplifying the booking process and how this affects the local tourism industry will be studied.

One of the main aspects of the role of information technology in homestay marketing is the ease and speed of online booking. With online booking platforms, tourists can easily search and book homestays in their desired tourist village. A fast and efficient booking process provides a positive experience for tourists, which in turn increases their satisfaction with homestay services.

Homestay is an accommodation that is increasingly in demand by travelers seeking a more authentic experience and connection with the local culture. Tourism villages offer such experiences and strive to enhance their appeal to tourists. One effective way to promote homestays in tourist villages is through easy and fast online booking. This provides benefits for both tourists and homestay owners.

Here are the advantages of easy and fast online ordering:

- a. **Ease of Accessibility**  
Online booking provides easy accessibility for tourists (Wai Lai, 2019). They can easily search and book homestays in tourist villages without having to make direct contact with the owners. Booking platforms provide detailed information about homestays including photos, facilities, prices, and reviews, allowing travelers to make better decisions.
- b. **Booking Process Efficiency**  
A fast and efficient booking process is one of the key advantages. Travelers can complete the booking process in a few clicks, minimizing the time spent on arranging accommodation and allowing them to focus more on planning their tour activities.
- c. **Time and Place Flexibility**  
Online booking allows travelers to book homestays anytime and anywhere. With mobile apps, tourists can make bookings even while traveling. This flexibility provides added convenience to travelers.
- d. **Other Travelers' Reviews and Recommendations**  
Online booking platforms often include reviews and testimonials from previous travelers. This helps potential guests to get a better idea of the quality and experience they will get. These reviews also help homestay owners to improve their services.

In the Implementation of Online Homestay Booking in the Tourism Village, it can be shown as follows:

- a. **Building and Managing an Official Website**, i.e. homestay owners can build and manage an official website for their homestay. This website can include comprehensive information about the homestay, a photo gallery, booking policies, and contacts for reservations.
- b. **Joining Online Booking Platforms**, i.e. homestay owners can also list their properties on popular online booking platforms such as Airbnb, Booking.com, Traveloka, or Agoda. This step expands the reach and accessibility of homestays for travelers from all over the world.  
There are two benefits for Homestay Owners in this online booking, namely:
  - a. **Increased Market Reach**  
Through online booking, homestays in tourist villages can reach the global market. Travelers from different countries can view and book homestays, increasing the chances of getting international guests.
  - b. **Efficient Booking Management**  
Homestay owners can utilize a booking management system to track reservations, manage availability, and better manage guest information. This helps in optimizing the use of facilities and free space.  
Similarly, there are challenges in terms of easy and fast online ordering, namely:
    - a. **Transaction Security**  
It is important to ensure the security of online transactions and protect travelers' sensitive information during the booking process. Secure payment systems and data encryption are required to overcome this challenge.
    - b. **Culture and Technology Limitations**  
Some tourist villages may face challenges in adopting technology and connecting with online booking platforms. Training and education on the benefits of this technology is essential to help overcome these barriers.

Thus, easy and fast online booking is a key element in marketing homestays in tourist villages. It brings great benefits to tourists in terms of accessibility, efficiency, and flexibility. For homestay owners, online booking makes it possible to increase visibility, reach global markets, and better manage bookings (Indonesia, 2017). However, challenges

such as transaction security and technology adaptation also need to be addressed to ensure the successful implementation of online booking in the tourism industry in tourist villages.

1. Online reviews and testimonials that influence travelers' decisions.

In this digital era, online reviews and testimonials play a crucial role in shaping consumer perceptions and decisions. This is also true in the tourism industry, especially in the context of homestay marketing in tourist villages. Reviews and testimonials left by previous tourists can influence potential tourists in choosing a homestay in a tourist village. This research discusses in depth how online reviews and testimonials influence tourists' decisions in choosing to stay at homestays in tourist villages.

Information technology also allows travelers to provide reviews and testimonials about their experiences while staying at homestays. These reviews and testimonials become important factors that influence potential travelers' decisions. Positive reviews can improve a homestay's reputation and bring in more guests, while negative reviews can provide useful feedback for homestay owners to improve service quality.

The role of Online Reviews and Testimonials, among others, found in this study are two things, namely:

- a. Trust and Information Authority; Online reviews and testimonials build trust among travelers. When they see positive reviews from other travelers, it gives an indication that the homestay does provide a positive experience.
- b. Influencing Perceptions and Expectations; Reviews and testimonials shape travelers' perceptions about the quality and facilities of the homestay. This can influence their expectations before their stay .
- c. Impact on Booking Decisions; Positive reviews and testimonials can be a deciding factor in booking decisions. Conversely, negative reviews may persuade travelers to look for other options.

To optimize Online Reviews and Testimonials from visitors or tourists, the things that need to be done are:

- 1) Motivate Travelers to Leave Reviews Homestay owners can encourage travelers who have stayed to leave reviews. Incentives such as discounts or additional experiences can be a motivation.
- 2) Responding Wisely to Reviews Homestay owners should be responsive to reviews and their responses should be professional. This reflects concern for the traveler's experience.
- 3) Use Reviews for Improvement Negative reviews and testimonials can be used as input to improve the quality of homestay services and facilities.

In addition to the optimization of customer reviews on testimonials as outlined above, it is also expected that online reviews and testimonials will have a positive impact on homestay marketing in the Tourism Village, among others:

- 1) Increase Tourist Attraction  
Positive reviews and testimonials can increase the attractiveness of a homestay, inviting tourists to choose it as a place to stay.

Support Marketing Strategy

- 2) Positive reviews can be used in homestay marketing strategies, such as their use in advertisements or promotions.

On the other hand, there are also challenges in managing online reviews and testimonials, namely:

- 1) Fake or Inaccurate Reviews  
The main challenge is the risk of fake or inaccurate reviews that can unfairly affect the image of the homestay.

- 2) False Satisfaction and Positive Bias  
Some travelers may give positive reviews because they feel compelled or want to get incentives.

Thus, online reviews and testimonials have a huge impact in influencing tourists' decision to choose a homestay in a tourist village (Hidayah, 2021). Their role in shaping perceptions, optimizing marketing, and enhancing the appeal of homestays cannot be ignored. However, challenges such as trust and fake review management need to be addressed wisely to ensure online reviews and testimonials provide an accurate picture and build trust among tourists.

### **The Role of Information Technology in Homestay Digital Marketing**

The use of online marketing platforms such as Airbnb and Booking.com is an effective strategy in marketing homestays in tourist villages (Fasa et al., 2022). Through these platforms, homestays can be accessed by millions of tourists from different parts of the world. Homestay owners can post detailed information about their properties, including photos, facilities, and prices. This allows travelers to compare homestays and choose one that suits their needs and preferences.

The following discusses the effectiveness of marketing strategies using online platforms, specifically Airbnb and Booking.com, to market homestays in tourist villages. In this context, homestay refers to a temporary residence provided by local residents in a tourist destination or village.

This discussion aims to analyze the extent to which the use of online marketing platforms such as Airbnb and Booking.com can be an effective strategy in promoting homestays in tourist villages. This includes the effectiveness in reaching the target market, increasing bookings, and providing sufficient information to tourists.

Airbnb and Booking.com are recognized as two major online marketing platforms that have opened access for homestay owners to market their properties to millions of global tourists. This recognition is based on the wide reach and popularity of these platforms among travelers. The advantages and benefits of these platforms include:

- a) Akses Global: Melalui Airbnb dan Booking.com, homestay di desa wisata dapat dijangkau oleh jutaan wisatawan dari berbagai negara. Ini mencakup wisatawan yang mencari pengalaman menginap yang berbeda dan lebih autentik ketika berkunjung ke destinasi wisata.
- b) Informasi Terperinci tentang Properti: Pemilik homestay dapat memasang informasi terperinci tentang properti mereka, seperti foto-foto, fasilitas yang tersedia, aturan penginapan, dan harga. Informasi ini sangat penting bagi wisatawan dalam memutuskan homestay mana yang sesuai dengan kebutuhan dan preferensi mereka.
- c) Kemudahan Perbandingan dan Pilihan: Dengan adanya informasi yang terperinci, wisatawan dapat dengan mudah membandingkan berbagai homestay yang tersedia di desa wisata melalui platform-platform tersebut. Hal ini memungkinkan wisatawan untuk membuat keputusan yang lebih baik dan memilih homestay yang sesuai dengan anggaran dan keinginan mereka.
- d) Manfaat bagi Pemilik Homestay: Pemilik homestay mendapatkan manfaat signifikan melalui eksposur luas yang diberikan oleh Airbnb dan Booking.com. Platform-platform ini membantu meningkatkan jumlah pemesanan dan membawa wisatawan baru yang mungkin tidak akan ditemukan melalui metode pemasaran konvensional.

This discussion is also expected to provide in-depth insights into how the use of online marketing platforms such as Airbnb and Booking.com can be an effective strategy in marketing homestays in tourist villages. By maximizing the potential of these platforms, homestays in tourist villages can increase their visibility, increase bookings, and promote local tourism.

It also provides information on how to effectively use online marketing platforms such as Airbnb and Booking.com to promote homestays in tourist villages. This research reveals that using these platforms is an important necessity to access the global market of travelers. By utilizing the features provided by Airbnb and Booking.com, homestay owners can increase the visibility and attractiveness of their properties, which in turn will increase the number of bookings.

- a) **Global Access for Homestays:** Platforms like Airbnb and Booking.com provide global access for homestays in tourist villages. Travelers from different parts of the world can easily find homestays in a particular tourist destination through these platforms. This expands the potential market reach for homestay owners, allowing them to attract tourists from different countries.
- b) **Detailed Information:** Homestay owners can post detailed information about their properties, including photos, amenities, and prices, through these platforms. This complete and accurate information helps travelers in making better decisions. They can consider various factors such as location, facilities offered, and price before choosing a homestay that suits their preferences and needs.
- c) **Ability to Compare Homestays:** One of the great advantages of using platforms like Airbnb and Booking.com is the ability for travelers to compare homestays easily. By having access to detailed information of various homestays, travelers can compare prices, facilities, and user reviews before making a final decision. This allows them to choose the homestay that best suits their preferences.
- d) **Facilities for Homestay Owners:** Homestay owners benefit from the wide exposure provided by these platforms. They can attract more travelers and get more frequent bookings. Moreover, these platforms also provide tools and metrics to track their marketing performance, enabling improvement and customization of marketing strategies.
- e) **Increased Marketing Potential:** By leveraging these platforms, homestays in tourist villages can optimize their marketing strategies. They can attract travelers by highlighting the uniqueness and appeal of their properties through engaging descriptions, high-quality photos, and positive reviews from previous guests. sebelumnya.

This research provides strong insights into the importance of using online marketing platforms such as Airbnb and Booking.com in marketing homestays in tourist villages.

This strategy opens up opportunities for homestay owners to maximize the potential of the global market, increase the number of bookings, and support the growth of local tourism (Masjhoer, 2019). Here are some things that make it easy for homestay owners or managers in tourist villages to use the platform as a means in marketing homestays with digital Marketing platforms:

- a) **Flexibility in Pricing and Availability:**  
Platforms like Airbnb and Booking.com give homestay owners the flexibility to determine the price and availability of their rooms. This allows them to adjust prices according to tourist seasons or special events that may affect demand. In addition, homestay owners can update availability in real-time, ensuring that the information displayed to travelers is always accurate.
- b) **Trust and Reputation:** These online marketing platforms build trust among travelers by providing property reviews and ratings. These reviews come from previous guests and help potential guests in making a decision. A homestay with positive reviews and high ratings is more likely to attract travelers compared to one with bad reviews.
- c) **Business Innovation and Development:** Through these platforms, homestay owners can access various marketing resources and guides. They can learn from successful marketing strategies, keep up with the latest trends, and implement innovations in their business. This helps in sustainable business development and increased competitiveness in the market.

From the description above, it can be argued that the use of online marketing platforms such as Airbnb and Booking.com is an effective strategy in marketing homestays in tourist villages.

By maximizing the features provided by these platforms, homestay owners can expand their market reach, increase bookings, and improve their business success in the competitive tourism industry.

### **Benefits and Challenges of Digital Homestay Marketing with Information Technology**

Benefits of Digital Marketing for Homestays in Tourism Villages:

- a. **Global Access and Wider Market Reach:** Digital marketing allows homestays in tourist villages to reach a global audience through various online platforms (2018). Thus, homestays can attract tourists from different countries and increase the number of bookings.
- b. **Cost Efficiency and Expense Optimization:** Digital marketing is often more economical than traditional marketing methods. Homestay owners can leverage online platforms to promote their properties at a lower cost, maximizing their marketing budget.
- c. **Performance Measurement and Strategy Adjustment:** Information technology allows homestay owners to monitor the performance of marketing campaigns in real-time. The data obtained from this analysis can be used to adjust marketing strategies, focus efforts on more effective areas, and improve results.
- d. **Direct Interaction with Potential Guests:** Digital marketing enables direct interaction between homestay owners and potential guests through online platforms. This builds a more personalized relationship and increases guest confidence before making a booking.
- e. **Personalization of User Experience:** Digital marketing allows homestays to personalize the user experience. By understanding user preferences and behavior through data analysis, homestay owners can tailor their offerings to meet the needs of potential guests, increasing the chances of booking conversions.
- f. **Optimizing Cost to Return Ratio (ROI):** With digital analytics tools in place, homestay owners can measure the return on investment (ROI) of marketing campaigns. This allows them to intelligently allocate budgets to get the best results, maximizing spending efficiency.

1. Digital Marketing Challenges for Homestays in Tourism Villages:

- a. **Limited Technology Infrastructure:** Some tourist villages may face limited access to technology and limited infrastructure. Poor or even non-existent internet availability may hinder the effectiveness of digital marketing in these villages.
- b. **Lack of Digital Marketing Knowledge and Skills:** A significant challenge is the lack of digital marketing knowledge and skills among homestay owners. Proper training and guidance is required to equip them with the necessary knowledge to manage digital marketing effectively.
- c. **Need for Deep Market Understanding:** The homestay industry in tourist villages often has a very diverse market. Understanding the needs and preferences of travelers, as well as the competition in the market, is important in designing an effective digital marketing strategy.
- d. **Data Privacy and Security:** Digital marketing requires significant data collection and usage. Hence, data privacy and security challenges arise. Homestay owners must ensure that guest data is processed securely and in compliance with applicable privacy regulations.
- e. **Algorithm Changes and Platform Dynamics:** Digital marketing platforms like Google or Facebook often change their algorithms and policies. This can affect the visibility of marketing content and requires quick adjustments from homestay owners to remain effective in their marketing strategies.
- f. **Reliance on Online Reviews and Reputation:** While online reviews can be helpful in building a homestay's reputation, over-reliance on reviews can be challenging. Negative reviews or unhealthy competition can affect a homestay's reputation, requiring careful reputation management.

From the description above, it shows that how important digital marketing using information technology is for homestays in tourist villages (Ira & Muhamad, 2020). In the face of



existing challenges, homestay owners need to invest time and effort to understand technology, improve digital marketing skills, and build appropriate marketing strategies to optimize the benefits of these innovations in advancing the local tourism industry (2020).

Another point that also needs to be underlined from the research results regarding the utilization of digital marketing platforms for homestays in tourist villages is the complexity and dynamics involved in digital marketing of homestays in tourist villages (Konsumen & Aktual, 2023). Managing these challenges while maximizing the benefits of digital marketing is key to the success of homestay owners in leveraging information technology to support their business growth and development in the village tourism sector (Hermawan, 2021).

## CONCLUSION

Based on the research results, effective homestay marketing strategies and the role of information technology in homestay digital marketing have not had a positive impact on the development of Tourism Villages in South Sulawesi. This can be stated as follows: The results showed that the homestay marketing strategy was not effective enough in the Tourism Village in South Sulawesi, because the homestay owner/manager and pokdarwis as the homestay marketing coordinator in the tourism village did not have the right concept in marketing; The role of information technology has not increased the effectiveness of homestay digital marketing in tourism villages in South Sulawesi due to limited digital literacy and resources.

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