

Optimization of Home Stays in Increasing Tourist Attraction in Munduk Village, Banjar District, Buleleng Regency

I Made Sucipta Adnyana¹, Nyoman Gede Mas Wiartha², A.A. I.M. Septiviari³, Dewa Gede Ngurah Byomantara⁴, Made Darmiati⁵

^{1,2,3,4,5} Politeknik Pariwisata Bali

ABSTRACT: Homestay optimization is a fundamental strategy in increasing tourist attraction in Munduk Village, Banjar District, Buleleng Regency. The main focus of this paper is to empirically examine the influence of homestay optimization on tourist attraction, as well as explore the crucial role of the surrounding environment in increasing the satisfaction of tourists who choose homestay accommodation in Munduk Village. Munduk Village, with a stunning natural landscape and authentic local cultural richness, to realize this potential and ensure an optimal stay experience, comprehensive and planned optimization efforts are needed. The research method used is a qualitative approach with a case study design, involving data collection techniques through in-depth interviews, participatory observation, and documentation analysis. Key informants include homestay managers, tourists who have stayed overnight, and local tourism stakeholders. The collected data was analyzed descriptively to identify patterns, trends, and determinant factors that affect homestay optimization and tourist attraction. The results show that homestay optimization has a significant and positive influence on tourist attraction. Optimization aspects that have proven to be crucial include improving the quality of facilities, ensuring cleanliness and comfort, providing responsive personal services, and effective promotional strategies. The role of the environment has proven to be essential in increasing tourist satisfaction.

KEYWORDS: Homestay Optimization, Tourist Attraction, Tourist Satisfaction, Environment, Munduk Village.

1. INTRODUCTION

Munduk Village, which is one of the charming tourist destinations of North Bali, has become a spotlight in the tourism industry due to its natural beauty with an area of about 25.35 km² of Munduk Village. Along with the increase in tourist visits to the island of Bali, it is important for a destination to continue to develop adequate and attractive accommodation. One form of accommodation that is increasingly in demand is home stays, which offer a more personalized stay experience and direct involvement with the lives of the local community. The concept of home stay optimization as a strategy to increase the attractiveness of destinations has become a relevant topic of discussion in tourism management. Involve the community in an effort to improve the quality, facilities, and services of the home stay to provide an unforgettable experience for the guests who stay.

Geographically, Munduk Village is located at an altitude of between 600-800 meters above sea level, presenting stunning views of valleys, hills, and lakes, including Lakes Beratan, Buyan, and Tamblingan that are passed on the way to the village. The main scenery in this village is dominated by lush plantations of cloves, coffee, and cocoa, expensive commodities exported to Europe. The cool temperature (20-25 °C) is very supportive of outdoor activities.

Munduk Village has a long history of providing accommodation, with the first guest house built by the Dutch in 1908. Lodging in Munduk is generally in the form of separate cottages that blend in with nature, in line with the concept of eco-tourism carried out by the managers. In addition to natural tourism, Munduk Village is also rich in cultural heritage. Cultural tourism attractions (5,744) dominate along with natural tourism (7,036), with annual agendas such as the Dalem Tamblingan Indigenous People's Alilitan Karya and the Twinlake Festival featuring cultural parades and local culinary. Superior local products such as Munduk coffee are also a special attraction for tourists.

The traveler experience is a crucial conceptual foundation in analyzing how the experience offered by a homestay can significantly affect the appeal of a destination. Departing from the framework of Kozak and Rimmington (2000) argue that the tourist experience is the result of a dynamic interaction between individual needs, initial expectations, and their actual perception

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with the reality found in tourist destinations. In the context of homestays, these interactions involve not only physical facilities, but also non-material aspects such as atmosphere, social interaction, and cultural immersion.

The interaction of a concept produces a satisfying and meaningful experience, the impact will be multiplied. Such positive experiences not only increase traveler satisfaction instantly, but also foster long-term loyalty to the destination. This loyalty manifests itself in the form of repeat visitations, positive word-of-mouth recommendations, and constructive online reviews. Therefore, homestays have a strategic role as a holistic experience shaping agent, where the ability to meet and even exceed travelers' expectations, through the provision of an authentic environment and memorable interactions, is the key to driving the attraction of destinations in a sustainable manner. Consequently, homestay management needs to focus on designing a traveler-centric experience.

In the context of homestay development, academic literature, especially through the view of Asomen (2015), consistently highlights the essence of service quality, host friendliness, and interaction with local communities as fundamental pillars in shaping a positive and memorable tourist experience. Service quality is not just the availability of physical facilities; it includes reliability in delivering on promises (e.g., stable internet connection), responsiveness in responding to guest needs, assurances that foster confidence, empathy through personal attention, and physical evidence of a well-maintained homestay. Host hospitality is at the heart of a homestay, setting it apart from other accommodations. This involves genuine warmth, openness, a proactive attitude in helping and sharing local information, and the ability to create a family atmosphere that makes tourists feel at home at home. The authenticity of these interactions is highly valued by travelers looking for an authentic experience.

Interaction with local communities is a crucial attraction that facilitates cultural immersion. Tourists have the opportunity to engage in everyday activities such as cooking traditional dishes or visiting local markets, allowing for deep cultural exchanges. This engagement not only enriches personal experiences but also indirectly supports the local economy.

2. METHODOLOGY

The methodology of this research adopts a qualitative approach, a paradigm that is fundamentally descriptive and emphasizes the interpretation and in-depth understanding of the phenomenon being studied. As described by Sugiyono (2010), the qualitative method does not focus on statistical generalization, but on revealing the meaning and context behind a reality. This paradigm inherently prioritizes subjectivity, flexibility, and depth in understanding social realities, allowing researchers to explore the complexity of interactions and experiences experienced by participants.

In its implementation, this research involves in-depth interviews as a primary data collection technique. This interview is aimed at homestay owners to explore their perspectives on optimization strategies and operational challenges, as well as for travelers to understand their perceptions of the attractiveness and satisfaction of their stay. In addition, direct observations are carried out in the environment around the homestay to identify contextual factors that affect the traveler's experience. The research sample was purposively determined, consisting of homestay owners and tourists staying in Munduk Village, selected based on their relevance as key informants. The collected data is then analyzed with a qualitative approach, using techniques such as thematic or descriptive-interpretive analysis, to gain a comprehensive understanding of the influence of homestay optimization and the role of the environment in the context of Munduk Village. This approach allows the identification of significant patterns and hidden meanings of data that cannot be quantitatively measured, in line with the principles of qualitative research advocated by Creswell (2014) regarding the exploration of individual narratives and experiences.

3. RESULTS

3.1 The Effect of Homestay Optimization on Tourist Attraction in Munduk Village

The optimization of homestays in Munduk Village empirically shows a significant influence on increasing tourist attraction. This is realized mainly through improving the quality of services, improving facilities, adopting effective marketing strategies, and the ability to offer unique experiences that are in harmony with the socio-cultural and natural characteristics of the village. The improvement in service quality, indicated by the friendliness and responsiveness of the managers, is a major catalyst in creating a positive perception of tourists. Perception not only drives homestay recommendations through word-of-mouth and online reviews, but also motivates repeat visitation.



Figure 1 Home stay

Homestays are able to provide a personal touch and proactively understand the specific needs and preferences of guests, which directly increases the emotional appeal of the destination. This personalization approach creates a strong emotional bond between the traveler and the destination, going beyond the functional aspects of the accommodation. Research by Nugroho, Sunaryo, and Setiawan (2020) corroborates that personalized experiences in the tourism sector are positively correlated with tourist satisfaction and loyalty, confirming that the emotional added value provided by Munduk homestays is a competitive differentiation factor. Therefore, investment in the development of homestay management human resources as well as the application of best practices in customer relationship management is crucial to sustainably maintain and enhance the attractiveness of these destinations.

Improved amenities, such as cleanliness, room comfort, and availability of internet access, are fundamental aspects that directly influence travelers' decision to choose an accommodation. In Munduk Village, where tourists seek tranquility and closeness to nature, facilities that support relaxation and comfort, such as huts that blend into the hilly landscape, are a standout. Facility optimization also includes periodic maintenance and the provision of adequate basic equipment, which collectively improves the perception of homestay value.

A targeted marketing strategy, particularly through digital platforms and social media, expands the reach of homestay promotions in Munduk to a wider range of potential tourists. By displaying high-quality photographs of Munduk's natural beauty, trekking activities, and authentic cultural experiences, the homestay can attract tourists looking for a unique experience. Collaborations with local travel agencies and tour package offerings that combine accommodation with coffee plantation or waterfall exploration activities also effectively enhance the overall appeal of the destination.



Figure 2. Munduk Village Waterfall

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More than just accommodation, homestays in Munduk are a gateway for tourists to experience authentic experiences and deep cultural immersion. The homestay's ability to facilitate interaction with the local community, participation in daily activities, or enjoy local cuisine, fulfills tourists' desire for an experience that cannot be found anywhere else. The uniqueness of the culture and natural beauty of Munduk Village, such as clove and coffee plantations, waterfalls, and local festivals, are the main attractions that are strengthened by the experience of staying at a homestay. Thus, homestay optimization that focuses on service quality, relevant facilities, strategic marketing, and offering authentic experiences synergistically increases the attractiveness of tourists to Munduk Village.

3.2 The Role of the Environment in Increasing Tourist Satisfaction in Munduk Village Homestays

The environment plays a very central role in increasing the satisfaction of tourists staying at the Munduk Village homestay. The nature characteristics of Munduk which are quiet, cool, and surrounded by lush plantations and charming views of lakes and valleys, directly contribute to the creation of a calming and peaceful atmosphere that is the main motivation for many tourists. This phenomenon is in line with the concept of restorative environments, where nature is able to restore the cognitive and emotional capacity of individuals, so that experiences in such environments result in high satisfaction (Kaplan & Kaplan, 1989). Tourists looking for an escape from the hectic daily routine and have the intention of rejuvenation find substantial satisfaction in the calm and natural environment of Munduk Village.

Clean air quality, clear water availability, and minimal noise pollution, collectively improve the quality of the stay. These environmental aspects not only meet aesthetic expectations, but also the tourist's psychological need for tranquility and connection with nature. A well-maintained environment supports sustainable tourism practices, which are increasingly becoming a preference for a segment of responsible travelers. Thus, the preservation of the natural environmental characteristics of Munduk Village is a strategic imperative to ensure sustainable tourist satisfaction and strengthen the competitiveness of this homestay destination. Clean air quality and a garbage environment are essential factors that affect the comfort and health of tourists during their stay. Munduk Village, known for its beauty and cleanliness, guarantees a pleasant environmental experience. In addition, environmental safety is also a determinant of satisfaction; Tourists feel more comfortable and satisfied when they feel safe around the homestay and during exploring the village area.

The application of the principle of environmental sustainability or green action by homestay managers further strengthens tourist satisfaction. Concrete initiatives such as the efficiency of the use of electrical and water energy, as well as the preference for the use of environmentally friendly products, collectively demonstrate a fundamental commitment to nature conservation. This phenomenon is in line with the increasing global awareness of environmental issues among consumers, including tourists. Environmentally conscious travelers tend to show higher levels of satisfaction with accommodations that align with their ethical and ecological values (Font & McCabe, 2017). Tourists' perception of homestays that implement sustainable practices is not only based on environmental benefits, but also on the positive image and social responsibility emitted by the manager.

Homestays in Munduk that adopt the concept of ecotourism and harmoniously blend with nature, such as the design of cottages that adapt to the hilly landscape or the use of local materials, provide an immersive experience that is highly appreciated. This approach allows tourists to feel a deeper connection with the natural environment, beyond mere observation. This integration between architecture and the natural environment creates significant added value, encouraging tourists to feel part of a larger ecosystem, rather than just a visitor (Wearing & Neil, 1999). Thus, the commitment to green action not only contributes to the ecological sustainability of the destination, but also becomes an effective competitive differentiator in increasing tourist attraction and satisfaction in Munduk Village.

A clean, safe, and sustainable environment not only meets the expectations of tourists but also creates a positive emotional image. The feeling of pleasure and relaxation that comes from interacting with beautiful nature, such as listening to the gurgling of water or the sound of birds in the morning, become valuable memories that significantly increase satisfaction. Thus, environmental conservation efforts and the promotion of sustainable tourism practices in Munduk Village not only support the sustainability of the destination but also directly become the main driver of the satisfaction of tourists looking for an authentic and relaxing experience.

4. DISCUSSION

4.1 Homestay Optimization

Homestay optimization refers to systematic efforts to improve the quality, efficiency, and operational competitiveness of homestays in order to achieve their maximum potential in attracting tourists and providing a satisfying stay experience. This concept involves a variety of important dimensions, including service quality, amenities, marketing strategy, community

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engagement, and sustainability. The interrelationship between service quality, personalization, and destination image is the main predictor of tourist satisfaction, which in turn affects tourist loyalty (Nugroho, H. A., 2020). The concepts include:

- a. Friendly, responsive, and professional service is at the heart of a successful homestay business. Travelers will feel appreciated and comfortable if the homestay manager is able to pay attention to small details, such as a warm welcome, effective communication, and quick response to requests or complaints. Good service quality is significantly correlated positively with tourist satisfaction, which in turn can drive interest in repeat visits.
- b. Adequate and quality facilities are important factors that affect tourist satisfaction. This includes the cleanliness and tidiness of each room, periodic maintenance of furniture and fixtures, and the availability of basic amenities such as clean bathrooms, comfortable beds, and stable internet access. Supporting facilities such as televisions, books, or games can also improve guest comfort.
- c. Marketing: An effective marketing strategy is crucial to increase homestay visibility and occupancy. Digital marketing, including registration on online booking platforms (Online Travel Agencies (OTAs) such as Airbnb or Booking.com, as well as website SEO optimization, allows homestays to reach a wider audience. The use of social media with high-quality photo posts, guest stories, and positive reviews is also very effective. Collaboration with
- d. Influencers or travel bloggers, local travel agents, and participation in tourism exhibitions can also expand the reach of promotions. Special offers, discounts, bundling packages, and loyalty programs can attract potential guests, especially during the off-season.
- e. Community Involvement: Homestays managed on the principles of community-based tourism (CBT) empower locals and ensure economic benefits are enjoyed equally. The active involvement of local communities in the management and provision of homestay services, such as the provision of local food or tour guides, not only strengthens the village economy but also adds to the wealth of the destination. This concept emphasizes the preservation of the values of socio-cultural wisdom and local uniqueness as the main attraction.
- f. Sustainability aspects in homestay optimization include the wise use of natural resources, the preservation of cultural heritage, and the creation of equitable benefits for the local community. Implementation of the CHSE protocol, which includes
- g. Environment Sustainability, ensuring that homestay operations are environmentally friendly, for example through energy and water efficiency, as well as good waste management. Sustainability also means maintaining environmental beauty and cleanliness, which directly affects tourist satisfaction.

Overall, effective homestay optimization requires a holistic approach that integrates quality of service, modern amenities, innovative marketing strategies, strong community engagement, and a commitment to sustainability. The combination of these elements creates a synergy that not only enhances the appeal of the homestay but also provides a satisfying and memorable experience for travelers.

4.2 Tourist attraction

Tourism attraction is everything that becomes a magnet for people to visit a certain area or tourist destination. The factors that affect this attraction are very diverse, from the physical aspects to the emotional experience offered. Local wisdom is interpreted in various manifestations, including traditional architecture, authentic culinary, traditional ceremonies, handicrafts, and the value and ethical system of the local community (Permata, A. D 2023). These factors include:

- a. Today's travelers are looking for a different and authentic experience, where they can experience peace and tranquility that an artificial environment cannot provide. Homestays offer unique opportunities for cultural immersion, allowing guests to participate in local family daily activities, learn art, customs, or even traditional food cooking classes. This escapist experience, which allows tourists to escape the dull and mind-refreshing routine, is a strong motivation to visit. Integration with the local community and an understanding of local noble values add to the richness of the destination.
- b. Natural beauty is one of the main attractions of a tourism destination. Tourists tend to gravitate towards natural destinations because they are looking for authentic experiences, relaxation, and a closer connection with nature. Unique natural landscapes, such as hills, rice fields, rivers, forests, or waterfalls, provide an immersive sensory experience. The atmosphere and climate that is peaceful, peaceful, cool, and far from crowds also greatly affect the quality of the attractiveness of a destination.
- c. Competitive prices and in accordance with the facilities and services provided are essential to attract tourists. Conducting market research to find out the average price of a homestay in a similar area and adjusting rates to

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stay competitive is a vital strategy. Special discount offers or bundling packages can also attract more customers, especially in the low season.

- d. Reviews from previous guests play a crucial role in a prospective traveler's decision to choose a homestay. A good reputation, built through positive reviews on online booking platforms or social media, can increase the trust and interest of potential travelers. Responding to reviews, both positive and negative, with professionalism shows the manager's concern for the guest experience and commitment to improving service. A strong online reputation can be a key factor in the overall appeal of a tourism destination.

These factors are interrelated and synergistically influence travelers' decisions. The authentic experience and cultural immersion offered by the homestay, backed by stunning natural beauty, competitive prices, and solid online reputation, create a strong value proposition. Careful management of these elements will significantly increase the appeal of the homestay and the destination as a whole.

4.3 Traveller satisfaction

Tourist satisfaction is the level a person feels after comparing the perceived performance or results of a visit with his or her expectations before visiting. The feelings of pleasure or disappointment that arise reflect the level of satisfaction of the visitor. Many elements affect traveler satisfaction, including service quality, facilities, accessibility, price, and last but not least the environment.

The Role of the Environment in Tourist Satisfaction: The environment plays a fundamental role in shaping tourist satisfaction, especially in destinations such as Munduk Village which prioritizes natural tourism. A clean, safe, and secure environment is a crucial factor. A calm, peaceful, cool, and far from crowded atmosphere and climate can arouse the spirit of tourists and provide a calming experience (Rahayu, 2023). Environmental aspects that contribute to satisfaction include:

A safe environment from danger, with clear safeguards or safety procedures, provides a sense of peace of mind for tourists. This is important to ensure travelers can enjoy their experience without any worries.

- a. Clean air and a waste-free environment greatly affect the comfort of tourists. The beauty and cleanliness of the environment of Munduk Village, which has even received a cleanliness award, is a special attraction that directly increases satisfaction.
- b. Clean water quality and comfortable water temperature (e.g. for activities such as swimming in waterfalls) are also important factors. Efficient and responsible water management is also part of the sustainability practices that tourists appreciate.
- c. Environment (Green Action): The implementation of green actions by homestay managers, such as electrical energy efficiency, water use efficiency, and the use of environmentally friendly products, not only protects the environment but also increases the positive image of homestays in the eyes of tourists who are increasingly environmentally conscious. Homestays that pay attention to the carrying capacity of the environment and adopt sustainable practices will be better able to create satisfaction without sacrificing the quality of the experience.

The quality of the environment that is maintained, combined with a conducive atmosphere, directly affects the emotional image of tourists, namely the feeling of pleasure caused when visiting the destination. Tourists are looking for authenticity, tranquility, and a closer connection with nature. Therefore, intact environmental preservation and responsible management are at the core of Munduk Village's value proposition, ensuring long-term satisfaction and encouraging repeat visits.

5. CONCLUSION

Homestay optimization has a substantial influence in increasing tourist attraction in Munduk Village, Banjar District, Buleleng Regency. This optimization includes improving the quality of services, providing adequate facilities, implementing innovative digital marketing strategies, and offering authentic cultural and natural experiences. Collectively, these efforts strengthen the position of Munduk Village as an attractive destination. Homestays not only function as accommodation, but also as an essential medium for tourists to experience cultural immersion and appreciate the unique natural beauty in Munduk Village. Furthermore, the environment plays a crucial role in increasing the satisfaction of tourists staying at Munduk Village homestays. The quiet atmosphere, cool air, beautiful natural beauty, and the availability of clean air and water, directly contribute to the positive experience of tourists. Commitment to environmental sustainability practices and safety is also a significant factor that shapes the perception of satisfaction. A well-maintained environment allows tourists to achieve a high level of relaxation and appreciation for the destination, which in turn promotes long-term satisfaction.

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Homestay optimization in Munduk Village should be seen as a holistic approach that integrates aspects of operational quality with environmental preservation and local community empowerment. The synergy between the elements is key to attracting tourists looking for an authentic and sustainable experience, while ensuring their satisfaction during their stay in Munduk Village, Buleleng Regency.

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