



Homestay Planning and Development in Belawa Tourism Village, Cirebon Regency

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Abstract

Background. The development of tourist villages requires supporting facilities that can improve the quality of the tourist experience while providing economic benefits to the local community. One of the facilities that has a strategic role is homestay as a form of community-based accommodation.

Purpose. This study aims to analyze homestay planning in supporting the development of Belawa Tourism Village, Cirebon Regency, as well as identify obstacles faced in its implementation.

Method. This study uses a qualitative descriptive approach with data collection techniques through observation, in-depth interviews, and documentation. Informants were selected using purposive sampling techniques involving the village government, Tourism Awareness Groups (Pokdarwis), communities, and related stakeholders. Data analysis is carried out descriptively through the process of data reduction, data presentation, and drawing conclusions.

Results. The results of the study show that Belawa Tourism Village has great potential in homestay development because it is supported by Belawa turtle conservation tourism attractions, local cultural arts, agro-tourism, and fairly high community participation. Homestay planning has referred to the principles of the ASEAN Tourism Strategic Plan (ATSP), including aspects of hosts, homestay providers, accommodation standards, tourism activities, partnerships, and sustainability. However, its implementation still faces various obstacles, including low public understanding of homestay management, the lack of clear regulations, limited human resources and funding, lack of training, and lack of optimal partnerships with the government and tourism industry.

Conclusion. Therefore, it is necessary to strengthen community capacity through training, the preparation of operational standards for homestay management, increased multi-stakeholder collaboration, as well as policy and financing support so that the development of homestays can increase the competitiveness of Belawa Tourism Village in a sustainable manner.

Keywords: homestay; tourism village; tourism development; community participation; sustainable tourism.



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INTRODUCTION

Tourism is one of the strategic sectors that plays an important role in improving people's welfare and encouraging regional economic growth. This sector not only provides an economic impact through increasing the income of local communities, but also contributes to the

preservation of culture and the environment through the concept of sustainable tourism.

Tourism will certainly have a positive impact on the economy because it is able to provide business opportunities, increase income both for private business actors in the tourism sector, for the government, and for the surrounding community who are involved in assisting the tourism sector around it, which can ultimately affect the increase in foreign exchange revenue for the country (Apriyanti & Hatmoko, 2024).

Tourism is now also deeper into the scope of society, for example, tourist villages. Villages in Indonesia have enormous potential to be developed to increase the potential and income of these regions. The concept of village development is contained in Law No. 6 of 2014 concerning Villages. Article 18 explains that the village has the authority to implement government, village development, community development, and village community empowerment. This means that villages have the right to develop the potential in their area. One way to develop the potential of the village is to form a tourist village.

Through the uniqueness and preservation of history and culture owned by the Belawa Tourism Village, tourism activities in Cirebon City provide other nuances. Belawa Tourism Village, which still exists and continues to change with the development of tourism, is one of the tourist destination attractions that must be visited by tourists. This will have an impact on changes around the Belawa Tourism Village environment, one of which is the growth of homestays.

A lodge is a type of accommodation that can be owned by a company or agency intended for guests who stay and get food and drink services. In the current development, guest houses can also be privately owned and managed commercially. In the original sense, a guest house is an accommodation that has simple facilities (Hary Karyono, 1997). Community participation in the planning of homestay development as one of the tourism products in Belawa Tourism Village is needed by tourists during their visit. Thus, planning the homestay concept is not only a means of promotion but also a pillar of tourism village development based on the creative economy, conservation, and community empowerment. This research focuses on the development of the Belawa Turtle Tourism Village through attraction planning strategies to increase destination attractiveness, strengthen the identity of tourist villages, and create sustainable socio-economic impacts for local communities. The purpose of community participation in planning homestay development to develop Belawa tourism villages that are useful for people with interests (public interest) in order to improve the quality of decision-making because by involving the community so that the community also gets a positive impact from these activities, homestay planning in Belawa tourism village needs to be implemented

and implemented using the criteria recommended in ASEAN Tourism strategic plan (ATSP): 2011-2015, as for the conditions in the field, there are still several things that need to be met in the criteria in planning a homestay, so based on the background, the researcher took the title of "Homestay Planning in Development in Belawa Tourism Village, Cirebon Regency.

Tourism villages are community-based tourism development activities that are carried out entirely from the community, by the community, and for the community, with ideas and management in an involved manner, and utilization can be directly felt by the local community (Sidiq & Resnawaty, 2017; Demar- toto, 2009; Nugroho, 2017; Muallidin, 2007).

A tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure where there is a group of tourists who can live or be close to the traditional environment to learn about the life of the community. Based on these three forms of integration, tourism villages/villages are divided into 3 elements of tourism villages¹⁵, namely primary elements, secondary elements, and additional elements.

Tourism villages are a form of *community-based tourism* development that integrates the potentials of nature, culture, and the social life of the village community as the main attraction for tourists, according to Afriza et al (2021) Tourism villages are a rural area that offers authenticity both in terms of socio-culture, customs, daily life, traditional architecture, village spatial structure presented in a form of integration The tourism component includes attractions, accommodation and supporting facilities, the concept of a tourist village. In Indonesia, it is growing rapidly along with increasing awareness of the importance of sustainable tourism development and the ability to provide direct benefits to local communities. According to Nuryanti (In Yuliati & Suwandono, 2016), a tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure that is integrated with applicable procedures and traditions. The tourist village is not only a place to visit, but it also offers an authentic experience for tourists through direct interaction with local life.

According to Hadiwijoyo (2012), tourist villages have two main elements, namely (1) attraction that comes from nature or unique culture, and (2) community life that is distinctive and reflects the authenticity of the countryside. These elements are important capital in the development of *experience-based tourism*. Tourists who come to tourist villages generally are not only looking for entertainment, but also want to experience the daily life of the village people, learn about local wisdom, and enjoy the natural environment. Therefore, the development of tourist villages must maintain a balance between the use of tourism potential and the preservation of culture and the environment so that their sustainability is maintained.

The study conducted by Henderson (2011) consisted of: *responsible, environmentally friendly, corporate social responsibility, social & culture*, and economy. Monash University (2009) added the element of *greening*.

In line with this view, Nuryanti in Rudiyanto (2021) introduced the concept of developing tourism villages based on *community-based tourism (CBT)*. According to him, the local community is the main actor in the success of the tourism village. Their involvement includes planning, management, and provision of tourism services such as homestays, traditional culinary, art performances, and handicrafts. With this active involvement, the community not only becomes an economic beneficiary, but also a guardian of local cultural and environmental values. Community participation also creates a *sense of ownership*, which is an important factor in the long-term success of the tourism village.

Tourism Product Offerings

The potential of tourism in an area will be seen to develop based on the aspects offered by tourism in the region. Medlik 1980 in Ariyanto 2005, there are four aspects (4A) that must be considered in tourism offerings, where the aspects of tourism product offerings include:

- 1 *Attraction*, where tourist destinations that attract tourists should have attractions in the form of natural attractions and in society and culture.
- 2 *Accessibility (ease of access)*, this is intended so that domestic and foreign tourists can easily reach tourist attractions
- 3 Facilities, the third requirement, is indeed one of the requirements for the Tourist Destination Area (DTW), where tourists can comfortably stay longer in the area.
- 4 The existence of Tourism Institutions (*Ancillary*). Tourists will increasingly visit and look for DTW (Tourist Destination Area) if they feel secure (Protection of Tourism) and protected, both in reporting and submitting criticism and suggestions about their existence as visitors/people who travel.

According to Inskeep in Suprpto's thesis (2005), the components of tourism have always existed and are the basic components of tourism and interact with each other, where the components of tourism can be grouped as follows:

1. Attractions and tourist activities. Tourist activities can include everything related to the natural environment, culture, uniqueness of an area, and other activities that attract tourists to visit a tourist attraction.
2. Accommodation. Accommodation refers to a wide range of hotels and other facilities and services for tourists who intend to stay overnight during their tourist trips.

3. Tourist facilities and services. The facilities and tourism services in question are all facilities needed in the planning of tourist areas. These facilities include *tour and travel operations* (also known as welcome services). These facilities include: restaurants and various other types of eateries, shops to sell handicrafts, souvenirs, specialty shops, grocery stores, banks, money exchange and other financial service facilities, tourist information offices, personal services (such as beauty salons),
4. Health care facilities, public security facilities (including police and fire stations), and travel facilities for entry and exit (such as immigration and customs offices).
5. Transportation facilities and services. Includes access transportation to and from tourist areas, internal transportation that connects the main attractions of tourist areas and development areas, as well as all types of facilities and services related to land, water, and air transportation.
6. Other infrastructure. The infrastructure in question is the provision of clean water, electricity, drainage, dirty waterways, and telecommunications (such as telephones, telegrams, telex, facsimiles, and radios).
7. Institutional elements. The institution in question is the institution necessary to establish and manage tourism activities, including workforce planning and education and training programs; develop marketing strategies and promotional programs; structure public and private sector tourism organizations; regulate and enact legislation related to tourism; determine investment policies for the public and private sectors; and control economic, environmental, and socio-cultural programs

Homestay

Definition of "Homestay": Based on its definition, "homestay" is a residence in which part of the room is rented out to guests for a certain period of time to learn about the local culture or live a certain routine. Homestay buildings are usually located close to tourist areas and are rented to tourists, so that tourists can directly see people's daily lives, see the scenery, and even live life like locals.

Characteristics of "Homestay": There are several characteristics of homestays that distinguish this homestay from other homestays, namely;

- 1 The location of homestay buildings is generally within the scope of residential areas because basically homestay activities are activities that are carried out by living in a place or area and living with the homeowner to learn about the surrounding culture. The location of the homestay can be in the village, close to tourist attractions, or even in the middle of the city,

depending on the needs of the tenant.

- 2 Facilities: A homestay has its main function, namely as a temporary residential building for tourists. As a building used for a certain period of time, it should have main facilities such as a bedroom or private space for resting, bathrooms, and other guest support rooms. It is important, especially in packaging the life of the community and local culture as a tourist attraction. According to Richie and Zein in Ardika (2003), there are ten cultural elements that are tourist attractions, including crafts, traditions, history and places/regions, architecture, local/traditional food, musical arts, people's way of life, religion, local/traditional language, and clothing. (Prasiasa, 2013).

Table 1. State of the Art: Previous Research

Title and Name of the Researcher	Research Location	Research Methods	Research Results
Planning and Development of Homestays in Angsana Tourism Village (Setu Village, Jasinga District, Bogor Regency)	Angsana Tourism Village, Bogor	Qualitative Descriptive	The development of tourism villages is seen from 4 tourism components (Attraction, Accessibility, Amenities, and Accommodation). Improvements to the homestay improve facilities and attractiveness. Tour packages are made to promote the village. This activity involves observation, interviews, and documentation studies. As a result, the homestay was repaired (cleaning, painting, decoration) and the tour package was designed as a new attraction
Identify homestay readiness for tourism village sustainability Pancoh, Sleman Regency (Wiyatiningsih, Sita Yuliasuti,	Pancoh Tourist Village, Sleman Regency	Qualitative Descriptive	Infrastructure interdependence is reviewed from the availability and feasibility of infrastructure in Pancoh Hamlet, which meets 6 out of 7 infrastructure categories according to Grigg and Fontane (2000), namely: transportation, communication, water, waste treatment, buildings, and energy and product distribution.

METHODS

This research uses a qualitative descriptive type. This study aims to know homestay planning in the development of Belawa Tourism Village, Cirebon Regency. Data analysis is used quantitatively. This research was conducted to describe homestay planning in the development of tourist villages.

To determine the subjects in this study, the purposive sampling technique was used; this study emphasizes the quality of informants and not the quantity or number of informants. In obtaining data for this study, several techniques were used, namely observation, interviews, and documentation. The research activities are *field studies*.

Research on homestay planning in development in Belawa Tourism Village, Cirebon Regency. This research will be conducted in Belawa Village, Cirebon Regency.

The research study entitled "Homestay Planning in Development in Belawa Tourism Village, Cirebon Regency.", where the research activities are *field studies* by conducting observations and interviews about Homestay Planning in Development in Belawa Tourism Village, Cirebon Regency. The researcher will observe homestay planning in the development of Belawa Tourism Village, Cirebon Regency. Questions were also asked to strengthen the results of the research. The results of observations and interviews will be described qualitatively.

DISCUSSION

Profile of Belawa Village Tourist Attractions

Geographically, Lemahabang District is located in the northern part of Cirebon Regency, which is between 108° 62' – 108° 62' East Longitude and between 6° 82' – 6° 82' South Latitude, with its boundaries: » To the South, bordering Susukan Lebak District » West, bordering Sedong District » North, bordering Astanajapura District » East, bordering Karangsembung District. The area of Lemahabang District is 21.49 km², which means that this sub-district is only about 2.1% of the area of Cirebon Regency (which is approximately 1,076.76 km²). Judging from its topography, Lemahabang District is a lowland zone because the average height above sea level (DPL) is 80 m. The distance from the Village Capital to the District Capital ranges from 0.3 – 6.2 km, Lemahabang Village is the area that has the farthest distance from the District Capital, while the distance from the capital of Lemahabang District to Cirebon Regency ranges from 27.2 – 32.9 km, where Lemahabang District consists of 13 villages, namely: Picungpugur; Leuwidingdingding; Asem; West Indies; Sindanglaut; East Side of the Lake; Lemahabang Kulon; Lemahabang; Sigong; Sarajaya; To be honest, I don't think so; Belawa; Squirt

One of the villages included in the Lemahabang sub-district is Belawa village, which has an area of 4.84 km² or 22.52% of the area of the Lemahabang sub-district of 21.49 km², with a total of 6 RWs consisting of 24 rukun stairs (RT). Belawa Village is the village with the lowest population density in Lemahabang District, with a density of 1,345 people/km² and a population of 6,079 people consisting of 3,096 males and 2,983 females

Belawa Village is one of the villages located in Lemahabang District, Cirebon Regency, West Java Province. This village is not only famous for the Labi-labi Belawa tourist attraction area, but also famous for its high-quality mango center.

The development of Belawa Tourism Village began in 2020. The attractions or attractions owned by Belawa Tourism Village are the Belawa Tortoise Conservation and Education Tourism Park, agro-horticultural tourism, calung art, Reog art, mask dance art, Jaipong dance, processed mango fruit syrup, processed mango fruit candied products, mango fruit dodol, oyster mushroom cultivation, pasujudan stones found in turtle conservation and education tours, tales or historical stories of Belawa turtles. The following is the data of village officials in Belawa tourism village, Lemahabang district, Cirebon regency

Homestay Planning in Development in Belawa Tourism Village, Cirebon Regency.

The community's participation in the development of the Kacirebonan Palace homestay must meet the requirements for homestay management. The management of homestays must be in accordance with the standards *of the ASEAN Tourism Strategic Plan (ATSP) 2011-2015, which states* that homestay buildings must have the following criteria

Host

In this case, the host can come from the village and the community, where the people of Belawa Village can host homestay activities. Homestay activities can be carried out with a minimum of 5 rooms from the community, so this can show the relationship of community involvement that can improve the economy of the surrounding community. The location of the homestay is still close to the Cikuya tourist attraction as the main magnet for tourist visits, which is based on tourist attractions, both cultural arts, buildings, and MSME business activities.

Homestay providers

The provision of homestays by the people of Belawa Village must be done wisely and fairly. Homestay providers must be free from criminal records. This is done to maintain the

safety of tourists staying at the homestay, as well as ensure that the homestay owner has never had a history of infectious diseases, so that it can provide a sense of security and health for tourists. Homestay providers must take part in course activities in homestay management so that the manager has service standards for tourists who stay at the community's homestay. Based on an interview with Eman, the chairman of the Tourism Awareness Group, the service standardization course activities for tourists are conducted so that the International Tourism Polytechnic can provide training in the service of tourists who stay at homestays.

Accommodation (house)

Based on the information obtained, the people of Belawa Village welcome the development of homestays, including the Cikuya tourist attraction, which is ready to provide one of its rooms to be used as a homestay. However, the provision of accommodation (houses) must meet the standards. The standard that a homestay, in this case a house, must have is that the roof, walls, and floors must be stable and safe, as well as have the authenticity of the building that reflects the local identity. Multi-story homestay building. Having a separate room from other rooms used by the homestay owner, equipped with at least 1 toilet for guests both in the room and in the house itself, and has electricity and clean water facilities for tourists who stay

Activities that are used as activities for tourists

The activities carried out by tourists during their stay in the Belawa Tourism Village homestay have been integrated with the potential for art and cultural performance tourism attractions, turtle conservation, and other educational tour packages, carried out by Belawa Village and supported by activities in Belawa Village such as overnight dancing training to learn to dance in a studio managed by the pokdarwis, in this case the chairman of the pokdarwis, Mr. Eman,. This is done to provide an overview and knowledge to tourists staying at homestays.

The Belawa Village has carried out partnership cooperation with outside parties, in this case the government, which supports homestay activities in Belawa Village to provide legality for activities carried out by the community. The academics have also collaborated, in this case with the Prima Internasional Tourism Polytechnic, which provides assistance in the form of training to improve human resources in Belawa Village.

A homestay that has sustainability principles

Belawa Village, in providing homestays, must have sustainability principles oriented toward economic sustainability for the community and environmental sustainability. The economic progress of the community, in this case Belawa Village in managing home stays,

must involve the community, both from the homestay management, the homestay owner is a native of the surrounding community, human resources who participate in enlivening tourist attractions as a spectacle and tourist activities are local people so that it will foster a sense of togetherness, a sense of belonging and improve the economy of the surrounding community.

Obstacles to homestay planning for the development of Belawa Tourism Village

Belawa Village is a tourist destination with tourist attractions and is one of the magnets for tourist visits to Cirebon Regency, where it has been used as a tourist village. Belawa Tourism Village wants to build accommodation in the form of homestays for tourists who visit. The purpose of making a homestay is to provide accommodation for tourists who want to stay in Cirebon Regency, especially to enjoy and feel the atmosphere that is still authentic and original. In the process of building a homestay for tourists, there are several obstacles and obstacles. In the context of developing homestays as a form of synergy between Belawa Village and Pokdarwis, the creation of a homestay was initiated, and the community enthusiastically welcomed the homestay development process in Belawa Village. In the development of becoming a homestay, there are still obstacles between

1. There are still people who do not understand the management of homestays, so people still do not accept the existence of homestays. This is also influenced by the limited facilities owned by the community for their residence to be used as a homestay
2. There is still no openness regarding homestay activities that synergize with tourism activities in Belawa Village, so the community has not been clear on how to divide it in the management and regulation of homestays
3. There are no clear rules about the existence of homestays for the community, so the community is waiting for the definitive sustainability of the homestay
4. The lack of training for homestay providers so that the management of homestays in each house is still tentative and has not been maximized in its services, so various kinds of training are needed for homestay managers
5. There is no clear cooperation between homestay managers and other parties, such as travel agents and the government, which will support bringing guests to Belawa Village
6. There are limited funds in the community to carry out renovations, including the provision of special rooms for homestays with various standard facilities
7. Tourism activities in Belawa Village are still not optimal in attracting the number of tourist visits.

CONCLUSION

There are forms of tourist attractions in Belawa Village and tourist attractions in Cikuya Tourism Village that can be synergized to become tourist attractions to make homestays in Belawa Village. The community generally agrees with the existence of a homestay in Belawa Village to fulfill the wishes of tourists who will stay to see the atmosphere of Belawa Village, including to participate in activities carried out by Pokdarwis at the Cikuya tourist attraction. In building a homestay, there must be criteria that must be considered, including the host, homestay provider, accommodation (home), and activities carried out by tourists if staying at a homestay.

Suggestions

1. It is recommended that there be training in the management of homestays so that there is standardization in management
2. It is hoped that there will be openness in the management of homestays so that the public will understand how the form of homestay management will be carried out
3. There should be maximum cooperation with the industry that supports homestays through their tourism activities, so that many guests come to stay at the Belawa Village homestay.

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