

The One-Stop Homestay Management Model in the Tourism Village of the Borobudur Super Priority Tourism Destination Area (DPSP) Indonesia

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ABSTRACT

The Borobudur area of Indonesia has the potential for competitive advantage and strong strategic value based on cultural, historical and natural tourism with its unique local wisdom as a driving force for the development and restoration of national and regional tourism and the welfare of local communities in the Central Java Province region. As many as 20 tourism villages in Borobudur District, the DPSP Borobudur area can become an alternative destination for tourist visits, which so far have been concentrated in the Borobudur Temple Tourism Park. The existence of a tourist village so far has proven capable of becoming a new destination in the Borobudur area with its overnight tour packages which have 581 homestays spread across the Borobudur area. However, the problem that arises is the management of homestays in the Borobudur area, including that there is no definitive standard management model between Cooperatives/Village-Owned Enterprises/Tourism Awareness Groups and the homestay owners themselves, include homestay managers do not yet have standardized competencies in managing their homestay business. Based on the results of the research followed by Focus Group Discussion (FGD) a one-stop homestay management scheme/model in a tourism village has been obtained, including improving the skills of homestay managers through the Indonesian National Work Competency Standards (SKKNI) through a survey conducted on homestay owners in 20 tourism villages. which in the end is expected to increase sales, and the placement of guests in homestays so that it is fair and equitable for the people who own the homestay which will automatically increase the local revenue. This model can also be applied in other regions in Indonesia, and perhaps in several countries in the world that have the same form of government and regional characteristics as Indonesia.

Keywords: Management Model, Homestay, Super Priority Tourism Destination Area, National Work Competency Standards, Borobudur.