

# Interaction Between Homestay Host with Tourist

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**Abstract—**Interaction between tourists and local peoples are important to make a different experiences and knowledge for tourists that have been come visiting. On the previous study, the research context about interaction was more used in the relation of tourists and local residents around the tourist destination. This research focuses on the context of shape and level of interaction between local homestay hosts and incoming tourists. Qualitative methods were chosen and the data were processed using context analysis by Miles and Huberman model framework. About 26 homestay hosts were used as resource for interviews. The results found that there are 4 forms of interaction between homestay hosts with tourists, there are companion, service, socialization and activity. From that four forms, 3 level of interaction were found, they are decent, moderate and deficient.

**Keywords—**homestay; homestay host interaction; forms and interaction phase

## I. INTRODUCTION

Accommodation is one of the factors in the tour that provides the main needs of tourists. When listening to the word accommodation, ordinary people will generally think directly at inns such as motels, hotels, resorts or inns that have services for clothes, food and shelter. In addition to the above types of accommodation, homestay is one of the unique accommodation and has the same function as other lodging. In this study, the location of the research focuses are some villages in Bandung regency. The eight of the ten villages studied in Bandung Regency which is a tourist village, provides homestay accommodation for tourists who visit.

Accommodation has become a package with tourism activities are available in the eight tourist villages. Each village has its own characteristics both in terms of attractions and activities offered to tourists. A significant difference in homestays with other accommodation is the place that is the home of the local people and the activities gained by tourists.

In Hu et al. [1] previous research on homestay focuses more on visitor satisfaction (Chien et al., 2011; Hsu, 2010; Sun et al., 2008), marketing strategy (Hsieh et al., 2008; et al., 2008; Lin, 2009), experimental marketing (Hsu, 2010; Lin et al., 2007; Shen et al., 2005), management and operations (Chang et al., 2008; Lai et al., 2011 Wang et al., 2007; Wu, 2010), and customer behavior (Chen, 2006; Hsu, 2005; Lin, 2010; Wang et al., 2006). While research related to the

relationship between host and guest in homestay still not much studied.

The homestay host not only can introduce local culture and history, but also can act as a good tour guide and public relations [1]. In line with the research, homestay hosts can also provide knowledge and experience about local customs and culture to tourists, as homestay hosts will more often meet with tourists visiting tourism villages. In previous research, the research context used in the interaction is more about the relation of tourists who come to a tourist destination with local residents in the vicinity. In this study, the interaction context will be used between the host of the local homestay and the arriving tourist.

In connection with this, the purpose of this study is to analyze the form and level of interaction between homestay host from eight tourist villages in Bandung regency. Due to the satisfaction of tourists visiting the tourist village can come from interaction with the host, the importance of this research is to explain further what interactions that affect the visitor's satisfaction.

## II. LITERATURE REVIEW

### A. Host-Guest Relationship

According to [2], in the context of community tourism see the impact of tourism based on social representation of industry in society. The sources of these social representations can be divided into three groups: direct experience, social interaction (interaction with tourists, family, friends, colleagues, strangers, etc.) and media [3].

There are many types of travelers and hosts of a destination, with specific motivational profiles and traits [4]. Some tourists and hosts interact more often [5], while on the other hand some tourists consider local people to be only a small part of the destination compared to the landscape [6], [7] and there are tourists who only become consumers of products and services in tourist destinations [4]. Hosts in rural areas have an important role to prepare information for tourists [8], [9], in some circumstances, they influence the decisions and behavior of tourists within destinations [10]. However, the closeness between tourists and hosts, according to [5], sometimes has a negative result: tourists can feel negative

sentiments from restrictions and rules, while the host will give a feeling of invasion from everyday life.

#### B. Service Quality and Degree of Interaction

It is important to evaluate the experience that is available intangible or tangible by the majority of accommodation that is in sharp contrast to homestays [11]. Quality research is argued to be very important in consumer trends in 1980 [12] but now consumers are asking for higher quality in products than before [13], [14].

Because service is an intangible matter, managers will find it more difficult to understand how consumers receive service and quality of service [15]. Service quality is a measure of how well the level of service delivered is in accordance with the expectations of guests. Delivering service quality means consistent with guest expectations [16].

[17] states that service satisfaction is related to confirmation and disconfirmation of expectations. They base their research on the discounted paradigm, which argues that satisfaction is related to the size and direction of disconfirmation experiences, where disconfirmation is related to the person's initial expectations [18]. The importance of service will shape the expectations and satisfaction of the guests who come to an accommodation. Especially if the service can balance the expectations of the guests who come, then the level of guest satisfaction will be more formed and can return to being a guest repeater.

Communication determines an individual's ability to interact competently in all life situations, intercultural communication is the essence of cultural adaptation [19]. In previous studies stated that the success of an adaptation depends not only on communication but also on learning and proper behavior [20]. Because according to [20], a number of things that mark social relations are some of the friends that are obtained, the quality of interaction with the host family.

### III. METHOD

In this study, the method used is descriptive research with a qualitative approach. Descriptive research is done to find out the value of independent variables, either one variable or more (independent) without making comparisons, or connecting with other variables. The qualitative approach uses a theoretical basis as a guide to focus research, and highlight the processes and meanings found in field conditions. With this approach, the research data will be clearer and deeper in accordance with the data retrieval process and theoretical basis.

The data processing technique is the activity of analyzing data by means of data transcripts or narrative texts. According to Miles and Huberman (1984) in [21], the most frequently used form of the qualitative data model is narrative text.

### IV. FINDINGS AND DISCUSSION

As mentioned earlier, the purpose of this study is to analyze the form of interaction between the host homestay and tourists according to the interactions and responses given. Then, from the formation can be analyzed the level of interaction of a good homestay host.

The findings are a results analysis in terms of the response of the host homestay in 8 of the 10 tourism villages in Bandung Regency that were used as research locations, according to the results of interviews conducted at 29 resource persons. From the results of processing the homestay's host response data, it was found that there were several characteristics of homestay managers based on their response and service to tourists who stayed at their home. The characteristics found are, as follows:

#### A. Companion

According to [22], the intensity of interaction is the most important and interesting part of the homestay product. Interactions that occur between homestay hosts and tourists can be a unique experience and rarely occur in other types of accommodation. Face to face interactions between managers and guests in accommodation settings (including hotels) as well, are often rare. The scale, location and atmosphere of managing a homestay guarantees the high intensity of interaction between the host and the guest [23].

In this finding, typical good homestay hosts will continue to interact and accompany tourists who come (Full companion). They tend to stay at home as long as tourists come, meet every day and provide services that are carried out continuously until tourists return.

Hosts of this type of homestay will provide maximum experience for tourists who come, besides that, tourist needs will be easily controlled by managers because of the high level of intensity of meetings and attention given by the host to tourists who stay overnight.

Hosts of this type will provide a less than optimal experience for tourists. Even though they control regularly, the intensity of manager and tourist face-to-face is not frequent. The possibility will arise if tourists need managers, they will find it difficult to find the host.

Then finally, in this feature there is a host who is not interacts with tourists (No companion). The host tends to leave his house when tourists come to stay until they return home. Hosts of this type do not pay attention or control the needs of tourists who come to stay in their place until they return home. The absence of interactions with tourists will provide an unfavorable experience for tourists. Because to meet tourist satisfaction, accommodation managers need to understand the needs of tourists in the experience that they are looking for.

## B. Service

According to [24] experience value is different from functional value, experience value refers to functional, useful value or direct value of implementation of a product or service in a series of attributes such as price, guarantee and durability. Perceptions of experience value are based on interactions that involve both direct use and appreciation of goods and services [25]. In accordance with the statement, service is an important thing to create an experience. In this case, proving that services whose interactions are carried out directly is one of the creation of experience values for tourists. Tourists will experience more if the homestay manager is directly involved in implementing the service.

In this finding, it was found that a typical host in a tourist village homestay has one of the characteristics of service. Unlike services performed like other types of accommodation, the host of the homestay provides services to tourists who come as well as their own families. They tend to cook food for breakfast, lunch and dinner tourists. Then, they also took the initiative to pick up tourists from a gathering place to their homes and show home facilities that could be used by tourists when they stayed.

The majority of hosts as above are hosts who live in one house with tourists staying overnight. But other than that, there are also hosts who provide services that are modest or not at all due to not staying one house with tourists.

## C. Socialization

Communication determines an individual's ability to interact competently in all life situations, intercultural communication is the essence of cultural adaptation [19]. In previous studies stated that the success of an adaptation depends not only on communication but also on learning and proper behavior [20]. Because according to [20], a number of things that mark social relations are some of the friends that are obtained, the quality of interaction with the host family.

Subsequent findings are typical features of hosts that often communicate or socialize with tourists (socialization). The characteristics of a typical host like this are generally the host who has the characteristics of a full companion or those who live with tourists when staying.

Hosts who often meet tourists, tend to communicate more often and share knowledge with each other in various ways. There are hosts who socialize at certain times, there are also hosts who socialize during meal times. But overall, they more often socialize with each other outside the tourist activities of tourists, especially those in the tourist village already have a package of tourist activities for tourists.

As mentioned earlier, the host who lives one house with his tourists or those who have the characteristics of a full companion, will have more socialization time than those who have the characteristics of half companion and no companion. This is due to more and better time spent by the host and

tourists. In this way, tourists will get "social relations" with local residents.

## D. Activity

The latter finding is characteristic of typical homestay managers who take the initiative to invite tourists into their daily habits (activity). In tourist attractions, the formation of experience includes physical individuals, emotions and intellectuals [26] in connecting tourists, relatives and friends, other tourists, local communities, staff [27]–[29].

In accordance with the host's homestay activities in each village, such as farming and gardening, the host who often interacts with tourists tends to invite them to follow their daily lives in the garden or in the rice fields. There is also a host who took the initiative to make facilities for activities around his house so that tourists can easily do activities at the homestay.

The features or forms above, derived from the results of analysis of field data that has been transcribed. These formations come out in the form of code based on the evidence said by each homestay host of questions and probing related to interview guidelines. In processing data, researchers use matrix tables to analyze the code, proof of management answers and also the initial analysis, as follows:

TABLE I. MATRIX DATA ANALYSIS

No.	Interaction Forms	Evidence	Explanation	Homestay Villages
1.	Full companion	High intensity of meeting with tourists	Still staying at home when tourists are visiting	Rawabogo (2,4), Lebakmuncang (1,3,4), Panundaan (3,4), Alamendah (1), Lamajang (1,2,3), Mekarsari (1,2), Jelekong (2,4), Kmojang (1,2,3)
2.	Half companion	Not staying together with tourists, but still giving a service	Leaving their home when tourists are visiting	Rawabogo (3)
3.	No companion	Not staying together, not having an interaction with tourists	Not interacting and seeing the tourists at all	Rawabogo (1), Panundaan (2), Alamendah (2), Jelekong (1)
4.	Service	Making a food, picking up and showing the room for tourists	Treating the tourists like they are part of their family	Rawabogo (1,2,3), Lebakmuncang (1,2,3,4), Panundaan (2,3,4), Alamendah (2), Lamajang (1,2,3), Mekarsari (1), Jelekong

No.	Interaction Forms	Evidence	Explanation	Homestay Villages
				(2,4,5), Kamojang (1,2,3)
5.	Socialization	Frequently talking to each other	High intensity of communication and socialization with tourists	Rawabogo (2), Lebakmuncang (1,3), Panundaan (1,4), Mekarsari (1,2), Kamojang (1)
6.	Activity	Would likely ask the tourists to do their activity like gardening	Asking the tourists to do their daily activity	Rawabogo (2), Lebakmuncang (3,4) Panundaan (1,3), Alamendah (1), Lamajang (2,3)

Source: Data Analysis Results, 2018

From the data analysis matrix table, each host does not give the same results. Of the four forms, each host issued a different form. Some only have 2 forms, 3 forms, some have all these forms. From the results of the above research, these forms can be divided into three levels of homestay host interactions, including:

TABLE II. INTERACTION ANALYSIS RESULTS

No.	Interaction Phase	Characterisctic
1.	Decent	Full companion. Service, Socialization, Activity
2.	Moderate	Half/Full companion, Service, Activity
3.	Deficient	No Companion, Service

Source: Data Analysis Results, 2018

The first host interaction level found is Decent or good. In this typical, the manager has all the features found in the results of data processing. A good host will accompany or always be with the tourists who come (Full companion), who provide full and continuous service to tourists from the day of their arrival to the last day staying at the host's house (Service), which always provides good communication to tourists and sharing experiences (Socialization) and that invites tourists into their daily habits (Activity).

Then the second host interaction level found from the results of data processing is Moderate or quite good. Typical is a combination of the host who came out of his house but still provides regular service (Half companion) or host who is always with tourists (Full companion), doing good service to tourists such as cooking food and so on (Service) and inviting tourists to take part in their daily activities (Activity).

And the last is the type of interaction Deficient or not good, in which there are characteristics of the host homestay who do not accompany tourists at all (No companion) and the host who only provides regular service to tourists (Service).

## V. CONCLUSION

From the results of research to 26 homestay hosts in 8 tourist villages in Bandung Regency, the formations found in the results of field data processing are companion, service, socialization and activity. Host homestays tend to give these 4 forms when interacting with tourists. These things will help tourists to gain experience in the type of homestay accommodation that is different from other types of accommodation. This result answers the first point of focus on the formulation of the problem under study.

From the formation of the interactions found above, the host response of the homestay can be divided into 3 parts, namely decent, moderate, and deficient. In the first level, a good host will have all four forms, namely assistance, service, socialization and activity. Then at the second level, the host who is good enough will have three of the four existing forms, namely assistance, services and activities. And at the last level, the host only has two forms, namely, the absence of assistance and service. The typical three can see the quality of service quality provided by the host of the homestay to tourists when they stay.

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