



Sustainable Tourism Village Development: Does Local Wisdom Influence Tourists' Decision to Re-Stay at Borobudur's Homestay, Magelang?

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Abstract: Borobudur is one of the five tourist destinations under the government's Super Priority program. The study aims to identify the aspects of local wisdom that have the potential to attract tourists to stay overnight at homestays in Borobudur, Magelang, Indonesia. The research method employed a mixed-method approach, combining qualitative and quantitative data. The Hair-et.al formula was used to determine the sample size, resulting in 234 respondents. Purposive sampling was conducted by distributing questionnaires directly to tourists who had stayed at the homestay at least once. The findings of the research revealed six aspects of local wisdom that were identified as influential: environment, culture, architecture, traditional food, traditional drinks, and traditional massage. Descriptive statistics of local wisdom 3.078, on average, the participants in the study view local wisdom positively, and re-stay 4.3381. On average, the participants have a relatively high intention to re-stay at the homestay. These aspects were found to have a positive and significant influence on the decision to re-stay, with a correlation coefficient of 0.607. The statistically significant correlation supports the hypothesis that local wisdom significantly shapes tourists' re-stay decisions.

Keyword: Local Wisdom, Homestay, Decision to Re-Stay, Sustainable Tourism Village.

1. Introduction

Indonesia, located in Southeast Asia, is a tropical paradise that offers a captivating experience for travelers seeking adventure, relaxation, and exploration. Indonesia's rich cultural heritage is another compelling reason to visit (Premmath, 2023). The cultural melting pot is evident in the vibrant festivals, traditional dances, intricate crafts, and mouthwatering culinary delights that await travelers in every corner of the country. From the majestic Borobudur Temple in Central Java to the unique Tana Toraja funeral rituals in Sulawesi, Indonesia offers an immersive cultural experience like no other. Indonesia, a country renowned for cultural diversity, is home to a unique tourism concept known as village tourism. This emerging trend offers travelers an opportunity to immerse themselves in the traditional way of life, authentic local experiences, and the charm of rural communities.

A tourist village is a rural village where the local community has customs and culture as well as an original agricultural system. An important factor that becomes the attraction and uniqueness is the presence of beautiful nature and the environment (Tou et al., 2021). Village tourism aims to showcase Indonesia's diverse communities' cultural heritage and rural lifestyle, provide a refreshing alternative to mainstream tourist destinations, and allow visitors to escape the hustle and bustle of urban life and reconnect with nature and traditional customs.

Each village in Indonesia has its distinct character and attractions. For instance, Borobudur Village is located in the Magelang Regency of Central Java, Indonesia. It is renowned for being the home of the majestic Borobudur Temple, one of the most iconic Buddhist monuments in the world. Here is a detailed description of Borobudur Village and its attractions: The Borobudur Temple, a UNESCO World Heritage site and one of Indonesia's most famous landmarks. This ancient Buddhist temple in 1991 and consists of nine stacked platforms adorned with intricately carved reliefs and statues (Wedatama & Mardiansjah, 2018).

Borobudur is one of the five "Super Priority Destinations" in Indonesia, besides Toba Lake, Likupang, Mandalika, and Labuan Bajo. This prestigious designation signifies its importance as a priority area for tourism development and highlights its significance as a world-class destination (Prahara, 2021). As a Super Priority Destination, Borobudur will benefit from focused efforts to promote sustainable tourism development. This includes initiatives to preserve the cultural and natural heritage of the area, enhance visitor experiences, and ensure the well-being of the local community. The aim is to strike a balance between tourism growth and environmental and cultural preservation.

Borobudur Village possesses captivating local wisdom. It is a set of views on life, knowledge, and life strategies that are manifested in the activities carried out by local people, who are able to answer various problems in meeting their needs (Triyanto, 2021). Local wisdom refers to the collective knowledge, values, traditions, and practices that have been passed down through generations within the community (Affandy, 2019). Furthermore, Local wisdom and folkways in the Taling Chan District of Bangkok can be effectively integrated into learning

activities within homestay businesses. These activities can provide visitors with immersive experiences that showcase the way of life of the local people. Here are some examples of how local wisdom and folkways can be incorporated into various aspects of the homestay experience: environment, occupation, architecture, food, and culture (Art, 2018). The local wisdom of Borobudur Village is a testament to the community's rich cultural heritage, wisdom, and sustainable practices. It offers valuable insights into the harmonious relationship between humans, nature, and spirituality. Preserving and promoting this local wisdom not only helps in maintaining the unique identity of the village but also contributes to the sustainable development and cultural enrichment of the entire region.

Despite the crucial role of local wisdom in tourism village development, there is a lack of research in this area. To this end, there was a theoretical gap in understanding the role of local wisdom in homestay development, which will help improve sustainable tourism villages and positively impact local communities. Homestay owners can communicate, revive local knowledge, and provide added value in uniqueness, authenticity, and cultural introduction to tourists to create a memorable experience.

The decision to re-stay adopts the principles of the purchase decision theory. This is because the decision to re-purchase a service and the decision to re-stay at an accommodation share common characteristics. These include: (1) Experience: Both the decision to re-stay and the decision to re-purchase a service are based on prior experiences. Individuals draw on their past knowledge and experiences to inform their decision to engage in the activity again. Positive experiences with a particular lodging facility or service provider can influence the decision to repeat the experience; (2) Service Quality: Both decisions involve evaluating the quality of the services received previously. Individuals assess the level of satisfaction and the overall quality of the service provided during their previous stay. If the previous experience met or exceeded their expectations, it enhances the likelihood of choosing to re-stay or re-purchase the service (Annishia & Prastiyo, 2019).

The decision to re-stay at a homestay can be influenced by an implicit self-theory, which encompasses individuals' basic assumptions or beliefs about their previous stay experiences. In the context of homestays in Borobudur Village, several indicators of this implicit self-theory can be identified: (1) Basic Assumption: The basic assumption is that homestays in Borobudur Village provide a unique and authentic experience due to the presence of local wisdom. Visitors may believe that staying in a homestay allows them to immerse themselves in the local culture, traditions, and way of life, creating a more meaningful and memorable experience compared to conventional accommodations; (2) Cognitive and Behavioral: the mindset and behavior of tourists with the experience of staying at a homestay. Tourists with a positive attitude towards their previous homestay experience are more likely to consider re-staying. This positive mindset stems from their overall satisfaction with the homestay; (3) Psychological Mechanisms: If guests have positive emotional experiences during their previous stay, such as feeling welcomed, cared for, and connected with the local community, they are more likely to desire a repeat experience. Positive memories and experiences from the previous stay contribute to the decision to re-stay. Guests may recall enjoyable interactions, cultural immersion, and unique activities that motivate them to recreate those experiences. Also, positive reviews and testimonials from others who have stayed can create a sense of trust and further validate their desire to re-stay (Ly et al., 2021).

Theoretical gap refers to the limitations or gaps in existing research that provide opportunities for further investigation. Previous studies may have overlooked or not adequately explored all the relevant factors that influence the decision to stay again at a homestay. There could be additional variables or aspects that play a significant role in shaping guests' decisions but have not been thoroughly investigated. Further research can help fill this gap by identifying and examining these additional factors.

The novelty of this study is that it addresses theoretical limitations and gaps in previous research on local wisdom and the decision to re-stay at a homestay. By conducting further research through a different approach to the previous research which focused more on local wisdom, and the decision to stay. In Affandy (2019) the previous research, local wisdom has five indicators: architecture, work, food, culture, and environment. There are additional indicators, namely drinks and traditional massage, it was based on the results of the Forum Group Discussion between local communities, homestay owners and the researchers in Borobudur Village. Examination of Re-stay Decision Variables, by exploring the three indicators Basic Assumption, Cognitive and Behavioral in more depth, also Psychological Mechanisms. This study it seeks to uncover new dimensions and indicators that may influence guests' decision-making process.

The problem statement for the study on the influence of local wisdom on tourists' decision to re-stay at Borobudur's homestay in Magelang can be formulated as follows: Despite the recognition of local wisdom as a valuable cultural heritage and its potential impact on tourism experiences, there is a lack of research exploring the specific influence of local wisdom on tourists' decision to re-stay at Borobudur's homestay in Magelang. While previous studies have acknowledged the importance of local wisdom in enhancing the overall tourist experience, there was a gap in understanding how local wisdom specifically influences the decision-making process of tourists when considering re-staying at homestays in Borobudur. This research aims to address this gap by examining the relationship between local wisdom and tourists' decision to re-stay, contributing to the knowledge and

understanding of the role of local wisdom in sustainable tourism village development in the context of Borobudur, Magelang.

The researcher undertakes several steps to fill the identified gap and improve the situation. The objectives of the study can include: 1) to examine the role of local wisdom in the overall tourist experience at Borobudur's homestay in Magelang. 2) Influence of local wisdom on tourists' decision to re-stay at Borobudur's homestay. 3) To identify the key elements of local wisdom that contribute to tourists' satisfaction and intention to re-stay. 4) To provide insights and recommendations for homestay operators, local communities, and policymakers in leveraging local wisdom to enhance the attractiveness and competitiveness of Borobudur's homestays and foster a sustainable tourism village environment.

2. Methodology

To collect data for the study, a mixed-method approach was employed. Firstly, a survey questionnaire was administered to tourists who had stayed at Borobudur's homestay in Magelang. The questionnaire consisted of both closed-ended and open-ended questions, aiming to gather quantitative and qualitative data regarding tourists' perceptions of local wisdom and their decision to re-stay. The survey was conducted on-site at the homestay. In addition to the survey, semi-structured interviews were conducted with a subset of participants to obtain more in-depth insights into their experiences and motivations. The interviews were audio-recorded and transcribed for further analysis.

Participants in research refer to individuals or entities who are actively involved in a research study by providing data, information, or opinions that contribute to the research objectives (Samsu, 2017). The participants would be the tourists who have stayed at Borobudur Village homestays and are willing to participate in the research by providing data and information related to their decision to re-stay. These participants served as the primary data for this study, and their experiences, perceptions, and opinions are instrumental in understanding the factors influencing their decision-making process. By gathering information directly from these tourists, the researcher can gain valuable insights into their motivations, preferences, and the factors that contribute to their decision to re-stay at the homestay.

The researchers adopted purposive sampling to select participants who meet the research objectives. The criteria for participants' selection includes previous homestay experience, a willingness to participate, and a diverse demographic background. Tourists who have stayed at least once at the homestay village of Borobudur, Magelang, were eligible to participate. The age of tourists who fill out the questionnaire is at least 15 years old because the age of middle adolescents who are starting to mature and express themselves socially, like making friends (not afraid to meet other people) and friendly (Mustika & Achmadi, 2019). We found 234 tourist who complete the questionnaires.

This research utilizes the Structural Equation Modeling (SEM) approach with the Partial Least Squares (PLS-SEM) method. PLS-SEM is a popular approach in SEM analysis that can be employed when dealing with small sample sizes (Marliana, 2019). Path diagrams serve as a powerful tool in visualizing causal relationships and testing hypotheses, providing a clear and concise representation of the theoretical framework and facilitating the interpretation of research findings (Sarwono, 2011). Path analysis goes beyond simply displaying the relationships between variables. It enables researchers to quantify the direct and indirect effects, identify mediating variables, and explore complex causal networks (Setyaningsih, 2020).

3. Results and Discussion

The demographic profiles of the respondents are presented in numerous demographic variables as follows:

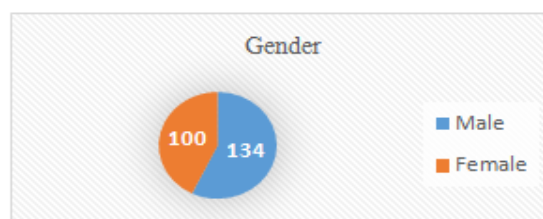


Fig 1. The gender.

Source: Results of primary data processing (2022).

Out of two hundred thirty-four (234) respondents who stayed at the homestay and filled out the questionnaire, fifty-seven points three percent were male or one hundred and thirty four respondents, while female were one hundred respondents or forty-two point seven. More men because there were several communities where predominantly men were spending their vacation time. These communities include bikers (bicycle communities), riders (motorcycle communities), and the birthday party of the Indonesian Democratic Party (PDIP). The results of this study are supported by Yuniati's research (2018) that men tend to travel more often than women. There are several factors such as preferences, interests, and travel opportunities it can affect the travel patterns of men and women (Yuniati, 2018).

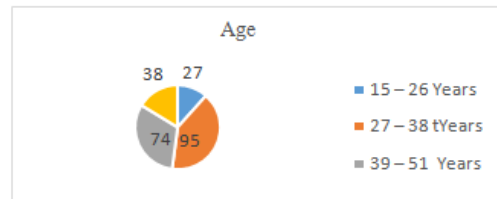


Fig 2. The age.

Source: Results of primary data processing (2022).

The results showed that the age group with the highest number of respondents was those aged 27-38. Ninety-five (95) respondents forty-seven percent (47.6%). Then, as many as seventy-four (74) respondents, or thirty-one point six percent (31.6%) aged 39-51 years. It showed that the age of 27 to 38 years is often considered as the age range where many individuals still have the enthusiasm and desire to explore the world and try new experiences. In general, this age group is often considered a physically and socially active generation and often found taking trips to visit interesting places.

It was supported by Yuniati (2018) that most of the ages found are physically and socially productive in the age range of 26-40 years, who are known to have sufficient time, energy, and resources to travel and participate in tourism activities (Yuniati, 2018).

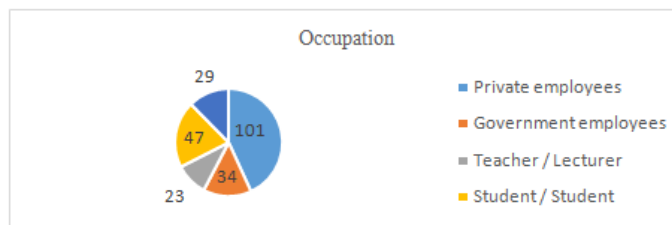


Fig 3. The occupation.

Source: Results of primary data processing (2022).

The largest number of respondents were working as private employees, one hundred and one (101) respondents or forty-three point two percent (43.2%). Then students with forty (40) respondents or twenty point one percent (20.1%). It showed that these tourists tend to look for homestays at affordable prices, prioritizing authentic cultural experiences, but still emphasizing the importance of friendly and quality service.

It supported by research by Surya et al. (2017) that repeater tourists who stay at homestays have jobs as private employees and tend to stay for approximately seven days. Tourists love homestays with friendly service, unique architecture, affordable prices, and a location close to the city center (Surya et al., 2017).

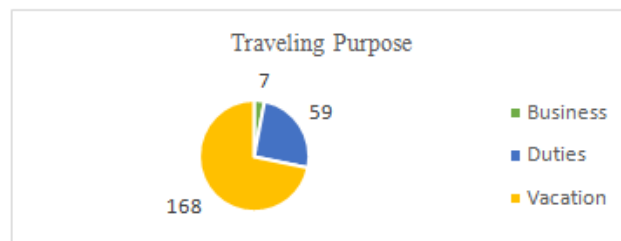


Fig 4. The traveling purpose

Source: Results of primary data processing (2022)

Based on the data obtained at Fig. 4, that group of tourists who aim to vacation is the most respondents, one hundred and sixty-eight (168) respondents or a percentage of seventy one point eight percent (71.8%). It can be concluded that Borobudur Village is an attractive and alluring tourist spot for tourists. The diversity of tourist destinations on offer, such as Borobudur Temple, SvargaBumi, and Punthuk Setumbu, the availability of unique and affordable homestays, serving food, traditional drinks, and traditional massages as well as cultural arts performances make Borobudur Village an attractive destination for tourists who are looking for a great holiday experience.

The finding was supported by supported by research by Surya et al. (2017), stating that repeater tourists will return to the same homestay because of the friendly service, unique homestay architecture, low prices, and location near the city center(Surya et al., 2017).

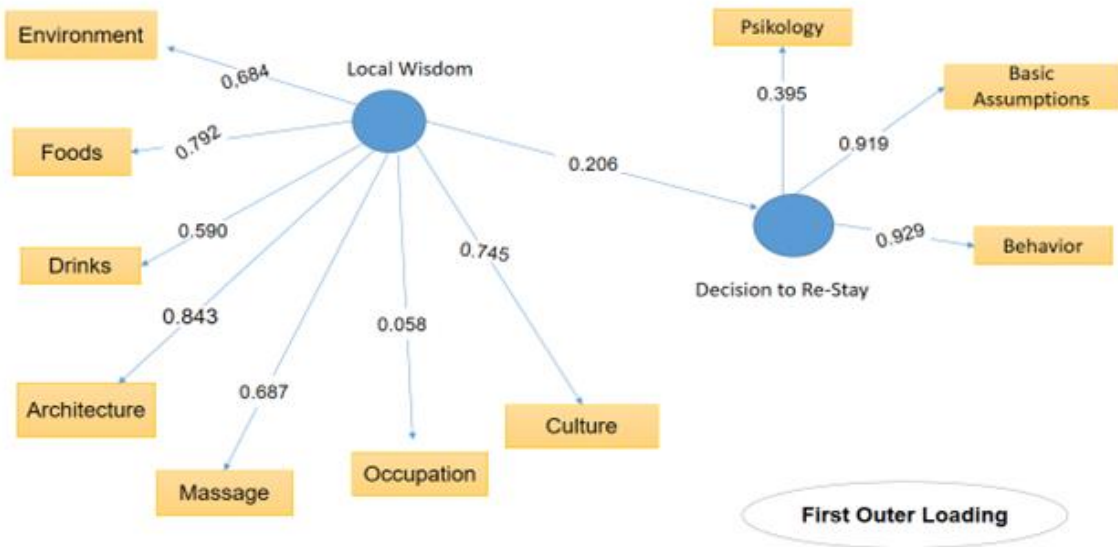


Fig 5. The first outer loading.
Source: Results of primary data processing (2022).

Having analyzed the data, the researchers removed the invalid indicators. Invalid indicators can affect the overall research conclusions, for variables of local wisdom: environment, drink, work, and traditional massage. Variables of re-stay: psychology mechanism.

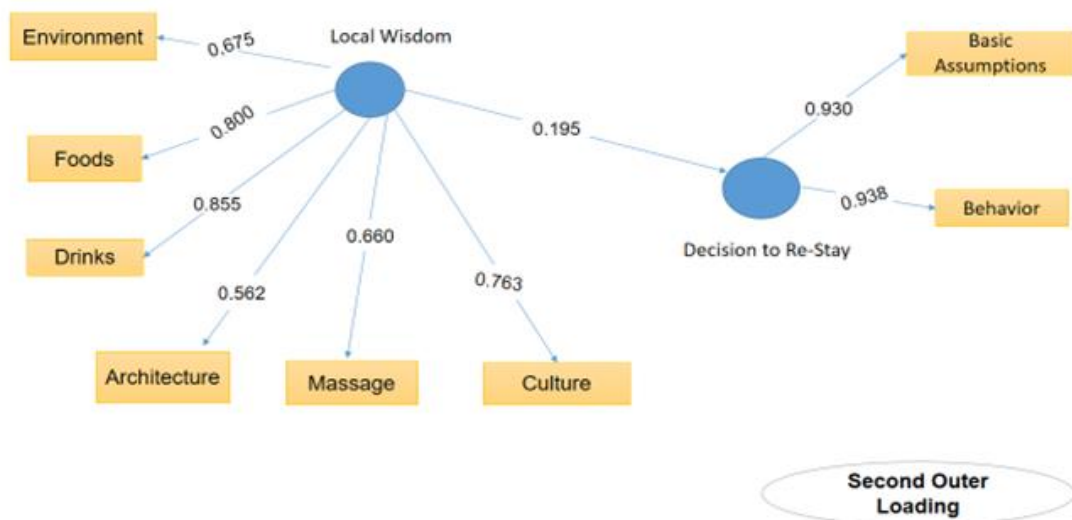


Fig 6. The second outer loading.
Source: Results of primary data processing (2022).

Then, the data were run for validation until all indicators in each variable are valid based on their outer loading value $\geq 0,50$ (Leguina, 2015). It showed that the valid indicators of local wisdom are: environment, culture, architecture, food, drink, and traditional massage. The valid indicators of the decision re- stay were basic assumptions and behavior.

Table 1. Composite reliability .

Variables	Composite Reliability
Tourist Village (Y)	0.879
Local Wisdom (X1)	0.868
Decision to Re-Stay (M)	0.931

Source: Results of primary data processing (2022).

The research variable can be declared reliable when the value of Composite Reliability > 0.70 (Setyaningsih, 2020). Test results using SEM-PLS Composite Reliability values for each research variable were reliable.

Table 2. Correlation test.

Variables	Local Wisdom	Decision to Re-Stay
Local Wisdom	1.000	0.607
Decision to Re-Stay	0.607	1.000

Source: Results of primary data processing (2022).

Local wisdom correlated with decision to re-stay at the value of 0.607. The value indicates a strong relationship between local wisdom and the decision to re-stay.

Table 3. Descriptive statistics of local wisdom.

	N	Min	Max	Mean	
Environment	234	3.00	5.00	4.6378	3.078
Culture	234	2.25	5.00	4.3429	
Food	234	1.00	5.00	4.2044	
Architecture	234	2.00	5.00	3.8235	
Drink	234	1.00	5.00	3.6870	
Traditional Massage	201	1.80	5.00	3.5788	

Source: Results of primary data processing (2022).

The total mean of local wisdom was 3,078, which means average. The homestay owners provide services and facilities that still have the nuances of local wisdom.

Table 4. Descriptive statistics of re-stay.

	N	Min	Max	Mean	Total
Basic Assumption	234	3.33	5.00	4.6339	4.3381
Behavior	234	3.00	5.00	4.1902	
Psychology Mechanism	234	1.00	5.00	4.1902	

Source: Results of primary data processing (2022).

The results showed the high desire of tourists to re-stay at the Borobudur Village homestay, with the total of 4.3381.

Table 5. Hypothesis.

Variable	Significance	Resume
H1 Local Wisdom $>$ Decision to Re-Stay	0.05	Accepted

Source: Results of primary data processing (2022).

Hypothesis 1 between the local wisdom variable (X1) on the decision to stay (M) has a significant effect with a statistical T value of 3.508 and a P value of 0.000, because the P Value < 0.05 means that the hypothesis was accepted. There was a strong relationship between local wisdom and the decision to stay again at the homestay. The correlation coefficient value between the two variables shows a positive and significant relationship with a value of 0.195. A correlation coefficient 0.195 suggests a moderate positive relationship between local wisdom and the decision to re-stay at the homestay. This indicates that as the level of local wisdom increases, there is a tendency for tourists to have a higher inclination to stay again at the homestay.

The significant relationship between these two variables implies that local wisdom plays a meaningful role in influencing tourists' decisions to re-stay. The positive association suggests that tourists who experience and appreciate the local wisdom embedded in the homestay environment are more likely to consider returning for future stays. The basic assumption made is that most tourists who have stayed at homestays and feel local wisdom will give a good evaluation of homestays that have local wisdom. The architecture and food indicators get the highest scores among other indicators because tourists have the opportunity to stay in accommodation that reflects local culture and traditions, including distinctive traditional architecture.

The combination of traditional and modern architectural elements offers tourists a captivating and immersive experience. It allows them to appreciate the rich cultural heritage while enjoying the comforts and conveniences of modern amenities. The distinctive architecture reflects the local identity and provides a sense of authenticity to the stay, making it a memorable and unique experience for tourists. The interest shown by tourists in experiencing the stay at a homestay with such distinctive architecture demonstrates their appreciation for the fusion of traditional and modern elements. It reflects their desire to engage with the local culture and witness the harmonious integration of past and present architectural styles. This preference highlights the appeal of homestays that offer not only comfortable accommodation but also a culturally enriching experience through their architectural design (Mustika et al., 2021).

The traditional food helped them feel and understand the daily life of the local people in Borobudur Village. It acts as a gateway to exploring the local culture, as it reflects the culinary traditions, flavors, and ingredients unique to Borobudur Village. Through it, tourists have the opportunity to engage with the local community, interact with local vendors or cooks, and learn about traditional cooking techniques and ingredients. This firsthand experience creates a connection between tourists and the local people, fostering cultural exchange and a deeper appreciation for the community's way of life. Tourists can enjoy dishes prepared with family heritage recipes, using fresh and traditional ingredients. Homestay offers delicious local food providing a unique culinary experience for tourists. The homestay owner, in this case, provides breakfast with traditional food so that teenagers want to taste and like it, as well as so that traditional food cannot compete with modern food. Local food dishes as local wisdom in homestay services in Borobudur Village must be preserved and protected from the onslaught of modern snacks at this time. The typical Magelang food provided, such as *Bubur Lemu*, *Nasi Lesah*, and "*Kupat Tahu*," was usually served for breakfast. *Tourists preferred Bubur Lemu to Kupat Tahu* because the porridge served with rice was softer tasted savory, and had shredded chicken and skin crackers or "Krecek"

In addition to local food, one of the local wisdom is traditional drinks; one of the traditional beverages served by homestay owners to their guests were "Wedang Jahe" and "Wedang Rempah," which was served hot with a small cube of rock sugar. It was also commonly known as "Wedang Uwuh," a traditional drink from Central Java. The term "uwuh" in Javanese means "waste" or "leftovers." This name refers to the mixture of spices in this beverage, which consists of various ingredients such as Cinnamon Bark, Orange Peel, Pandan Leaves, Lemon Grass, Ginger, and various other spices.

The tourists of various ages and groups, such as college or school children with their teachers, as well as families with teenagers, tend to be more familiar with and more interested in modern food and snacks, for example Korean noodles, fried rice, burgers, pizza, spaghetti, and others (Mustika & Achmadi, 2019). Therefore, traditional food must be introduced as a cultural expression and is often associated with cultural events, traditional food not only satiates hunger but also serves as a means of cultural preservation. By supporting local culinary traditions, tourists contribute to the sustainability of the local economy and the preservation of cultural heritage (Setiawan, 2016). It will then open up great opportunities to be offered to tourists who are concerned about local wisdom. Therefore, as hosts, homestay owners can introduce and serve delicious and attractive traditional food to tourists, so that tourists can experience a more authentic and memorable experience while staying at the homestay (Wijaya et al., 2019).

Tourists are also interested in experiencing traditional massages by local therapists. It was due to several health problems, such as colds, aches, and fatigue experienced by tourists during the trip. Most tourists also agree that after massaging, they feel better and fitter. Based on the FGD results, not all homestays in Borobudur Village have direct access to traditional massage facilities. However, to cater to tourists in need of a traditional massage, homestay owners can arrange for on-call traditional massage therapists from around Borobudur Village to visit the homestays. This service allows tourists to schedule appointments with the traditional massage therapists at their accommodation. This additional service enhances the experience for tourists staying at homestays, especially as traditional massage is an integral part of the local cultural wisdom in Borobudur Village.

Previous research conducted by Ashton (2018) about local wisdom in Chiang Mai, Thailand, for spiritual tourism, tourists who come want to travel to see the beauty of nature, and also take part in yoga exercises for inner peace while listening to music. In many parts of Indonesia, alternative medicine is commonly used due to its perceived safety and minimal side effects. Among these practices is the use of specific massage techniques, which have been found to have a good impact on the body. As a result, these techniques have started to be recognized and utilized in medical treatment (Julianto et al., 2022).

Tourists who choose to stay at homestays have the opportunity to immerse themselves in the authentic local culture. The Javanese culture, rich in local wisdom, encompasses distinct characteristics in speech and body gestures that add a unique cultural touch to daily interactions. For instance, the use of words like "*Monggo*" (meaning "please" or "you're welcome") and "*Dalem*" (meaning "inside" or "deeply") showcases the Javanese cultural values of politeness, gentleness, and subtlety in communication. Additionally, the gesture of pointing with the thumb is another distinctive characteristic that reflects the local wisdom of Javanese culture. These speech patterns and body gestures not only provide a sense of cultural authenticity but also contribute to a memorable and immersive experience for tourists visiting Borobudur Village or interacting with the local community. It allows them to engage in cultural exchanges and appreciate the intricacies of Javanese traditions firsthand. By experiencing these distinctive aspects of Javanese culture, tourists can gain a deeper understanding and appreciation for the local wisdom embedded within the community, enriching their overall travel experience.

The findings were in line with Hidayana et al (2019) who reported several factors. These factors include the diverse range of tourist attractions and activities that showcase the unique local culture, as well as the availability of high-quality local cultural handicraft products. The diverse tourist attractions and activities in Adar Orailjing Village offers visitors a wide array of experiences to explore and enjoy. This could include cultural performances, traditional ceremonies, indigenous rituals, or engaging in local traditions and customs. Such experiences provide a deep immersion into the local culture, creating a lasting impression on tourists and motivating them to return for further exploration (Hidayana et al., 2019).

4. Conclusion

This study reported that local wisdom has seven indicators: environment, culture, architecture, food, drink, and traditional massage. Local wisdom positively and significantly affects the decision to re-stay with a correlation coefficient of 0.607. The statistically significant correlation supports the hypothesis that local wisdom significantly shapes tourists' re-stay decisions. The study aims to pinpoint the essential components of local wisdom that enhance tourists' contentment and desire to re-stay. The most impactful contributions were identified in the areas of Architecture and Food indicators.

These weaknesses have led to confusion among tourists when filling out the questionnaire. Regarding the homestay owner's occupation, the statements provided may not have been clear or comprehensive enough, causing ambiguity and difficulty for tourists to respond accurately. This can affect the reliability and validity of the data collected related to the homestay owner's occupation. Similarly, statements about psychological factors may have lacked clarity or specificity, leading to confusion among respondents. This can result in inaccurate or inconsistent responses, impacting the reliability of the findings related to psychological factors.

The findings of this research serve as a valuable basis for further developing conceptual models or frameworks in the field of sustainable tourism. They shed light on the significance of local wisdom and the decision to re-stay as key factors in creating successful and sustainable tourism village experiences. Moreover, the theoretical implications extend beyond academia. It is critical to look into the potential of local wisdom to boost the attraction and competitive advantage of Borobudur's homestays to provide significant insights and recommendations to homestay managers, local communities, and governments. Furthermore, encouraging the creation of a sustainable tourism village environment can be accomplished through the use of new marketing methods, the enhancement of tourists' experiences, and the seamless integration with local sustainability activities.

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