

Management of the 4 A's of Tourism: Addressing Shortcomings and Enhancing Services in Gebong Memarong Traditional Village

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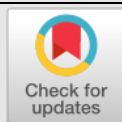
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ABSTRACT

Air Abik hamlet, situated in Gunung Muda village, Belinyu Sub-District, Bangka Regency, Bangka Belitung Islands Province, Indonesia, is renowned for its rich cultural heritage embodied by the Lom tribe, holding immense potential for tourism development as a vibrant tourist village. However, the management of Gebong Memarong, a traditional accommodation facility in the area, faces challenges hindering its optimal operation. This research adopts a descriptive qualitative approach, utilizing observation, interviews, and documentation analysis to understand the management practices surrounding Gebong Memarong comprehensively. The findings reveal deficiencies in amenities and ancillary services, indicating a critical need for stakeholders' attention to bolstering support facilities within the tourism village. Furthermore, this research advocates for enhanced managerial competencies to address operational gaps and ensure the sustainable management of homestay facilities. It offers valuable insights into improving accommodation management within culturally significant tourism destinations, with implications for sustainable tourism development strategies in similar contexts.

Keywords: Community-Based Tourism; Cultural Tourism; Homestay Management; Stakeholder Engagement; Sustainable Tourism Development

1. Introduction

The cultural landscape of Air Abik, specifically within the Lom tribe, embodies a rich tapestry of traditions and heritage that holds immense potential for tourism development (Janawi & Nikmarijal, 2020). This region is characterized by its profound cultural richness, offering many opportunities for exploration and growth. Within this diverse landscape lie numerous hidden treasures waiting to be uncovered, including ancient rituals, mythical tales, and customary practices passed down through generations. Moreover, the region has pristine forests teeming with diverse flora and fauna, providing a captivating backdrop for cultural immersion and ecotourism experiences.

One of the distinctive features of Air Abik is its abundance of traditional medicinal plants, which the Lom tribe has long utilized for their healing properties. These plants and other artifacts of ancestral heritage serve as tangible expressions of the community's deep-rooted connection to the land and its natural resources (Zulkarnain & Cholillah, 2023). Furthermore, Latin-named plants add a layer of intrigue and allure to the cultural landscape, enhancing the overall visitor experience and offering unique educational opportunities.

In light of these cultural riches and untapped potential, there is a compelling prospect for establishing a vibrant tourist village in Air Abik. Such a village would showcase the region's rich cultural heritage and provide a platform for sustainable tourism development that benefits the local community (Gautama et al., 2020). By leveraging the unique cultural assets of the region and fostering responsible tourism practices, Air Abik has the opportunity to become a premier destination for travelers seeking authentic cultural experiences and immersive nature-based activities.

At the heart of Air Abik's cultural landscape lies the Memarong, a remarkable architectural gem symbolizing the Mapur community's unique heritage (Yusuf et al., 2023). This iconic structure, distinguished by its square outer stage measuring approximately 5x5 meters and supported by nine sturdy poles, is a tangible testament to the community's profound cultural legacy. Crafted from wood sourced from the village forest, the Memarong embodies a sacred bond with nature, reflecting the community's reverence for the environment and their spiritual connection to the land.

The construction of the Memarong is not merely a practical endeavor but a deeply meaningful ritual in itself. Before harvesting materials from the village forest, elaborate rituals are performed to seek permission from the creator, ensuring the sustainability and replenishment of natural resources (Kurniati & Nodyanto, 2022). This sacred process underscores the Mapur community's harmonious relationship with their surroundings, rooted in respect, gratitude, and stewardship.

Furthermore, the Memarong is a vital cultural hub, hosting various communal activities and gatherings celebrating the community's traditions and values. Its central role in the social fabric of Air Abik highlights its significance beyond its architectural splendor, serving as a focal point for cultural preservation and community cohesion.

The Memarong embodies the essence of the Mapur community's cultural identity and spiritual connection with their environment. Its significance transcends its physical form, representing a living testament to the enduring traditions and values of the community. As

such, the Memarong stands as a beacon of cultural heritage and a symbol of resilience in the face of modernization and change.

Originally known as Bubung Tujuh, the cultural village of Air Abik has transformed Gebong Memarong, marking the evolution of traditional Mapur houses into a cohesive community center. The focal point of this village is the Memarong, an architectural masterpiece that epitomizes the cultural heritage and communal spirit of the Mapur community. Comprising seven Bubung units, the Memarong is not only a residential complex but also a multifunctional space that includes a traditional hall, a cultural museum, a gallery showcasing local Micro, Small, and Medium Enterprises (MSME) products, and four traditional inns (Kurniati & Nodyanto, 2022; Riskianita et al., 2023; Yunfin et al., 2023).

Despite its significance as a cultural heritage site, Gebong Memarong faces persistent challenges in its management, particularly concerning the operation of the homestay facilities and broader homestay management within the traditional village. The allure of this historical and culturally rich site is juxtaposed with the complexities of maintaining its authenticity while catering to the needs of modern tourists. As such, there is a pressing need to address these management challenges to ensure the sustainable preservation and promotion of Gebong Memarong as a premier tourist destination within the Gunung Muda tourism village.

This research endeavors to tackle the management challenges Gebong Memarong faces and contribute to sustainable tourism development in the region. By delving into the intricacies of homestay operations and broader homestay management within Gebong Memarong, this study aims to provide valuable insights and recommendations that empower managers to navigate the complexities of maintaining authenticity while meeting the evolving needs of tourists.

This research aims to offer actionable recommendations that enhance the overall visitor experience at Gebong Memarong homestay, ensuring that overnight tourists enjoy a comfortable and memorable stay. By identifying and addressing key management challenges, such as amenities, ancillary services, and operational gaps, this study seeks to foster a conducive environment for sustainable tourism development in the region.

Furthermore, the findings and recommendations generated from this research are expected to have broader implications beyond Gebong Memarong. By sharing best practices and lessons learned, this study aims to contribute to increasing Gunung Muda tourism village as a premier tourist destination in Bangka Regency. Through collaborative efforts and strategic initiatives informed by this research, stakeholders can work towards enhancing the overall tourism experience in the region and positioning Gunung Muda as a sought-after destination for travelers seeking authentic cultural experiences and immersive nature-based activities.

2. Literature Review

The tourism sector is a multifaceted industry that encompasses various sectors and disciplines, each playing a crucial role in shaping the overall tourist experience. It relies on the support of numerous other industries to thrive and cannot exist in isolation. Every aspect contributes to creating a fulfilling and memorable experience that aligns with the desires of tourists visiting a destination (Arcana, 2014).

A fundamental framework used to conceptualize tourism products is the 4 A's tourism component, consisting of attraction, accessibility, amenities, and ancillary services (Cooper, 2005). These components are essential elements that collectively contribute to the appeal and functionality of a tourist destination (Wiweka et al., 2020).

Attraction encompasses both natural and artificial resources, cultural heritage, and events that make a destination enticing to visitors. These attractions serve as the primary motivators for tourists to visit a particular location, offering unique experiences and opportunities for exploration.

Accessibility refers to the transportation infrastructure and systems, including routes, stations, and vehicles, that facilitate travel to and from a tourist destination. Enhancing accessibility ensures that visitors can easily reach the destination and its attractions, thereby improving overall visitor satisfaction.

Amenities encompass the range of establishments and services catering to the tourism sector, including lodging facilities, restaurants, bars, travel agencies, souvenir shops, and other recreational amenities. These amenities play a crucial role in enhancing the comfort and convenience of tourists during their stay, contributing to their overall enjoyment.

Ancillary services comprise the tourism infrastructure and support services available within a destination, such as banking facilities, telecommunication services, post offices, hospitals, and destination management organizations. These services complement existing tourism amenities and ensure the smooth operation of tourist activities, enhancing the overall visitor experience.

The tourism sector, governed by the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, defines tourist destinations as specific geographical areas encompassing one or more administrative regions where tourism activities take place (Republik Indonesia, 2009). The presence of tourist attractions, public facilities, tourism infrastructure, accessibility, and interrelated communities characterizes these areas. The development framework of tourism destinations comprises several main components, including attractions, accessibility, amenities, and ancillary services (Cooper, 2005).

Attractions are pivotal in drawing tourists to a destination (Suwena, 2010). These attractions encompass a wide range of elements that appeal to various interests and preferences. Natural attractions include awe-inspiring landscapes like mountains, lakes, beaches, and hills, which captivate visitors with their scenic beauty and offer opportunities for outdoor activities such as hiking, swimming, and relaxation. Cultural tourism attractions, on the other hand, delve into the rich heritage and traditions of a community, showcasing elements such as traditional house architecture, archaeological sites, arts and crafts, rituals, festivals, and daily community life. These cultural landmarks provide insights into the local way of life, history, and customs, offering visitors immersive and educational experiences.

Additionally, artificial attractions contribute to the tourism landscape by offering diverse entertainment options. These man-made attractions cater to specific interests and provide opportunities for leisure, recreation, and cultural exchange, enhancing the overall tourism experience for visitors. Thus, attractions serve as the cornerstone of tourism development, drawing tourists from far and wide to explore the unique offerings of a destination.

Accessibility in tourism refers to the infrastructure and services that facilitate travelers' ease of reaching their desired destinations and related tourist sites. Accessibility encompasses a range of factors crucial to ensuring seamless travel experiences for tourists (Sunaryo, 2013). Firstly, directions and navigational aids play a pivotal role in guiding tourists to their destinations efficiently. Clear signage, maps, and directions provided through various platforms enable travelers to navigate unfamiliar routes with ease.

Moreover, transportation hubs such as airports and terminals serve as crucial gateways for tourists, providing entry points to destinations and facilitating connectivity between different regions. The availability of well-equipped airports and terminals enhances accessibility by offering a range of transportation options, including flights, buses, trains, and taxis, to cater to diverse traveler preferences.

Travel time and costs are essential considerations for tourists when planning their trips. Efficient transportation systems and well-connected routes minimize travel time, ensuring that tourists can maximize their time exploring destinations rather than spending excessive hours in transit. Additionally, affordable transportation options and transparent pricing contribute to accessible travel experiences, enabling a broader spectrum of visitors to explore various tourist sites.

Frequency of transportation services to tourist sites is another critical aspect of accessibility. Regular and reliable transportation schedules ensure that tourists have convenient access to attractions, allowing them to explore destinations at their own pace. Whether it's through scheduled bus services, train routes, or other modes of transport, adequate frequency ensures that tourists can plan their itineraries efficiently and make the most of their time at each destination.

Amenities in the context of tourism encompass a wide range of facilities and services that cater to the needs and preferences of tourists during their travel experiences. Amenities play a crucial role in enhancing the overall tourist experience by providing essential services and conveniences that contribute to visitor satisfaction (Sugiana, 2011).

Accommodation, including lodging options such as hotels, resorts, guesthouses, and homestays, forms a fundamental component of tourism amenities. Comfortable and well-equipped accommodation facilities offer tourists a place to rest, recharge, and unwind after a day of exploration, contributing significantly to their overall enjoyment of the destination. The provision of food and beverages is another essential aspect of tourism amenities, ensuring that tourists have access to a variety of dining options that cater to diverse tastes and preferences. Restaurants, cafes, street food stalls, and local eateries contribute to the culinary experiences of tourists, allowing them to sample local cuisines and flavors during their travels.

Entertainment venues play a vital role in providing leisure and recreational activities for tourists, ranging from theaters, cinemas, and music venues to theme parks, museums, and cultural centers. These attractions offer tourists opportunities for entertainment, cultural enrichment, and relaxation, enhancing the overall tourism experience. Shopping places are integral to tourism amenities, providing tourists with opportunities to purchase souvenirs, handicrafts, local products, and memorabilia to commemorate their travels. Markets, shopping malls, artisanal shops, and street vendors offer tourists a glimpse into the local culture and craftsmanship, allowing them to take home tangible memories of their visit.

Other services encompass a wide range of facilities and conveniences that support tourists during their travels, including transportation services, tour operators, travel agencies, currency exchange services, medical facilities, and tourist information centers. These services contribute to the smooth operation of tourism activities and enhance the overall comfort and convenience of tourists during their stay.

While amenities may not be attractions themselves, their presence and quality significantly impact tourists' perceptions and experiences of a destination. A lack of amenities or substandard facilities can deter tourists from visiting certain destinations, highlighting the importance of investing in tourism infrastructure and services to enhance the overall visitor experience.

Ancillary services play a crucial role in supporting tourism activities and ensuring the smooth operation of tourism infrastructure within a destination. These services encompass a wide range of public facilities and organizational structures that contribute to the overall tourism experience of visitors. Public facilities such as banks, ATMs, and currency exchange services are essential components of ancillary services, providing tourists with access to financial services and enabling seamless transactions during their travels. Access to banking facilities allows tourists to withdraw cash, exchange currency, and conduct financial transactions, ensuring convenience and accessibility during their stay.

Telecommunication services, including mobile networks, internet connectivity, and communication infrastructure, are integral to ancillary services, enabling tourists to stay connected with their loved ones and access information while traveling. Reliable telecommunications facilitate communication, navigation, and access to online resources, enhancing the overall travel experience and ensuring the safety and security of tourists. Hospitals and medical facilities form another critical aspect of ancillary services, providing essential healthcare services and medical assistance to tourists in need. Access to medical facilities ensures the well-being and safety of tourists during their travels, offering peace of mind and reassurance in case of emergencies or medical concerns.

Various organizations and entities involved in tourism development and marketing also fall under the umbrella of ancillary services. These organizations may include destination management organizations (DMOs), tourism bureaus, travel associations, and industry groups dedicated to promoting and supporting tourism activities within a destination. These entities play a vital role in coordinating tourism initiatives, marketing campaigns, and promotional activities to attract visitors and drive tourism growth (Sugiama, 2011).

Amenities serve as a fundamental component in enhancing the overall tourism experience and encouraging visiting tourists to immerse themselves in tourist attractions for extended periods. Among the 4A's framework, amenities play a pivotal role in providing essential facilities and services that cater to the needs of tourists, ensuring their comfort, convenience, and satisfaction during their stay (Supraptini & Supriyadi, 2020).

Accommodation, a derivative of amenities, holds particular significance in empowering tourist village communities and managing homestays effectively. Homestays serve as a vital accommodation option within tourist villages, offering visitors a unique opportunity to experience local culture and hospitality firsthand. As such, the management of homestays

requires careful attention to various factors and facilities provided to ensure a positive and memorable experience for guests.

In managing homestays, several key aspects demand consideration, including the location of the accommodation, which should be easily accessible and free from environmental pollutants, noise, and other disturbances. The physical form of the homestay should reflect local cultural arts and architectural styles, providing guests with an authentic and immersive experience.

Furthermore, the availability of clean water is essential, with adequate provisions necessary to meet the needs of guests throughout their stay. Room capacity, cleanliness, ventilation, safety measures, and sewage systems are also critical considerations in ensuring the overall comfort and well-being of guests.

Government guidelines, such as those provided by the Ministry of Tourism and Creative Economy, underscore the importance of these factors in homestay management, emphasizing the need for compliance with standards and regulations to maintain quality and safety standards ([Alisaputra et al., 2023](#); [Pratiwi et al., 2021](#); [Widyaningsih, 2020](#)).

3. Research Methodology

The methodology employed in this research is a descriptive qualitative approach, which aims to understand the phenomenon experienced by the research subjects, mainly focusing on the management of the Gebong Memarong homestay within the Gunung Muda tourism village. Qualitative research seeks to delve into the intricacies of a phenomenon ([Moleong, 2017](#)), such as the management practices of the Gebong Memarong homestay categorized under amenities.

Both primary and secondary data sources were utilized in this study. Primary data collected directly from the research subjects provided firsthand insights into the management practices of Gebong Memarong's homestay. Secondary data, on the other hand, encompassed existing literature, documents, and relevant materials that contributed to a comprehensive understanding of the research topic.

Data collection techniques included observation, interviews, and documentation. Through observation, researchers were able to observe and record the day-to-day operations and management activities of the Gebong Memarong homestay directly. Interviews with stakeholders and key informants further supplemented the data collection process, providing valuable insights and perspectives on the management practices and challenges faced.

Documentation analysis involved reviewing relevant documents, reports, and records related to the management of the Gebong Memarong homestay. These documents offered additional context and background information, enriching the qualitative analysis process.

Data analysis and interpretation followed a systematic approach involving data reduction, data display, and drawing conclusions or data verification. Descriptive qualitative analysis techniques were employed to provide a clear and objective depiction of the management practices of Gebong Memarong homestay based on established management concepts and principles.

4. Results and Discussion

The findings from the study provide valuable insights into the transformation of Gunung Muda. This tourist village was officially recognized as one of the tourist villages in 2023 and included in the Jadesta. Located within the Air Abik hamlet of Gunung Muda Village, Belinyu sub-district, the village has undergone a significant evolution from its mystical past to a more inclusive and accessible community. The indigenous inhabitants of the Air Abik hamlet have embraced external visitors, signifying a notable shift in the cultural dynamics of the village.

At the heart of the village lies Gebong Memarong, which consists of seven traditional Mapur houses, with four functioning as homestays. Gebong represents a collection of these houses, with Memarong being the distinctive name assigned to each house (Kurniati & Nodyanto, 2022). Each Gebong unit serves as a miniature settlement, featuring essential amenities such as a traditional hall, a cultural museum, a gallery showcasing local MSME products, and four traditional lodging facilities.

Tour packages offered by Gebong Memarong are comprehensive, including accommodations in traditional houses and access to essential amenities like toilets, leaf mats, mattresses, pillows, electricity, and breakfast, all available for a price of IDR 250,000 per night. Despite the inclusiveness of the package, deficiencies in the management of the Gebong Memarong homestay have resulted in a notable lack of tourist visits and overnight stays. Consequently, many tourists opt for a short 4-hour city tour, thereby missing out on the unique and immersive experience offered by Gebong Memarong.

4.1. Attraction

The attractions in the Air Abik hamlet, where the Lom community predominantly resides, contribute significantly to the cultural richness of the Gunung Muda village. Beyond the hamlet's primary economic activities of agriculture and fishing, it serves as a vibrant cultural center showcasing a diverse array of traditions and rituals. Among these cultural highlights are the Nuju Jerami Ceremony and the Nambek ritual, which hold profound significance within the indigenous community.

The Nuju Jerami Ceremony stands out as a significant cultural event, akin to a festive celebration akin to Eid for Muslims. It serves as a communal gathering where the indigenous people of Mapur come together to share meals and festivities. This event, occurring seven days after the rice harvest, underscores the community's deep-rooted connection to agriculture and marks the culmination of a season of labor and abundance.

Similarly, the Nambek ritual holds considerable cultural importance, symbolizing the journey of the departed soul to the afterlife. Rooted in the belief that death is a natural cycle of life, this ritual guides and honors the spirit of the deceased, reflecting the community's spiritual and religious beliefs.

These cultural attractions offer visitors a unique opportunity to immerse themselves in the indigenous community's way of life, providing insights into their cultural heritage and practices. Through participation in these events, tourists gain a deeper understanding of the Lom community's traditions, values, and worldview, fostering cultural exchange and appreciation. As such, the attractions in the Air Abik hamlet play a vital role in showcasing the

cultural richness and diversity of the Gunung Muda village, offering visitors a memorable and authentic cultural experience.

4.2. Accessibility

Accessibility to the Gebong Memarong Tourism Village offers a feasible yet somewhat lengthy journey, requiring approximately 2-3 hours of travel covering a distance of 75 km from Pangkalpinang City. While the journey may seem daunting, it is made accessible to visitors through the use of four-wheeled vehicles, ensuring a comfortable and convenient mode of transportation. Moreover, the availability of directions on widely accessible platforms like Google Maps and signboards along the Belinyu Highway facilitates navigation to the village, mitigating potential travel uncertainties.

Despite the relatively long travel time, the accessibility of the village underscores its importance as a tourist destination. The infrastructure and transportation options in place enable tourists to embark on the journey with ease, ensuring that they can experience the cultural offerings and unique attractions of Gebong Memarong Tourism Village. Additionally, the accessibility contributes to the village's visibility and attractiveness as a tourist destination, encouraging more visitors to explore and engage with its cultural heritage. Ultimately, while the journey may require some time, the accessible transportation options and navigational aids ensure that tourists can readily access and enjoy the offerings of Gebong Memarong Tourism Village.

4.3. Amenities

The homestay's location in the Air Abik Hamlet, Gunung Muda Village, offers a serene and pollution-free environment. Despite being situated in the heart of the village and adjacent to the main road, the absence of noise, unpleasant odors, and dust pollution contributes to a tranquil and comfortable stay for guests. This peaceful setting allows visitors to immerse themselves in the natural beauty and cultural ambiance of the surroundings.

The physical architecture of the homestay reflects the local cultural arts, providing guests with a unique and authentic experience. Modeled after traditional Mapur houses, the homestay features wooden structures supported by stilts and intricately woven walls made from natural materials such as the bark of the Kelukup tree (*Daemonorops Didymophylla*) and roofs crafted from nipa palm tree leaves (*Nypa Fruticans*). The distinctive design elements showcase the indigenous architectural heritage of the area, adding to the charm and cultural richness of the accommodation.



Figure 1. Gebong Memarong (Memarong Nduk)

Source: Personal Photograph (2023)

While the number of rooms in the homestay is relatively small, each unit is designed to accommodate up to four guests comfortably. Despite the compact size, the homestay layout maximizes space utilization, ensuring a cozy and intimate setting for visitors. Additionally, the provision of clean bathrooms and toilets behind each Memarong ensures convenience and hygiene for guests during their stay.

Although the homestay does not have a dedicated living room area, guests can gather and relax in the spacious traditional hall located within the Gebong Memarong tourist village. This communal space, constructed from wood and resembling a stage, offers a comfortable environment for socializing and unwinding after a day of exploration.

The courtyard of the Gebong Memarong tourist village is thoughtfully designed in a U-shape layout, with a large central yard adorned with grassy lawns. This open space provides guests with a picturesque setting for leisure activities and outdoor gatherings. Additionally, the presence of six public toilets outside the homestay area ensures convenient access to sanitation facilities for visitors.



Figure 2. Toilet Conditions for Guests in Gebong Memarong

Source: Personal Photograph (2023)

While lighting is available in each homestay, the number of power outlets is limited and requires terminal cables for charging electronic devices. However, the homestay's design features doors at the front and back, along with large windows that can be opened wide, promoting excellent air circulation throughout the accommodation. This natural ventilation system minimizes the need for artificial cooling devices like fans or air conditioners, contributing to a sustainable and eco-friendly environment.

Despite the advantages of natural ventilation, the wide gaps in the homestay's construction may allow insects such as mosquitoes to enter, necessitating the use of mosquito nets for overnight guests. Additionally, guests may experience cooler temperatures during the early morning hours, requiring them to use thick blankets for warmth.

While the Gebong Memarong tourist village lacks fire extinguishers, the absence of waste collection from the homestays poses a challenge, as waste flows directly into the river. This environmental concern highlights the need for sustainable waste management practices to mitigate pollution and preserve the natural beauty of the area.

4.4. Ancillary

The Gebong Memarong traditional village currently lacks additional services in its vicinity, posing challenges for visitors in need of essential amenities. Key services such as banks, ATMs, and hospitals are notably absent in the area, indicating limited access to financial services and medical facilities for tourists and residents alike. This deficiency underscores the importance of improving infrastructure and amenities to cater to the needs of visitors and enhance the overall tourism experience.

Furthermore, telecommunication services are difficult to access within the Gebong Memarong traditional village, with no signal coverage available. Visitors may need to venture to hilly areas in search of signal reception, resulting in inconvenience and potential communication disruptions during their stay. This limitation highlights the need for improved telecommunications infrastructure to ensure seamless connectivity for tourists and residents within the village.

Despite the challenges in essential services, local food stalls are available outside the Gebong Memarong Traditional Village, offering visitors a culinary experience and access to refreshments. While these food stalls provide a convenient option for dining, the limited availability of additional services within the traditional village emphasizes the importance of enhancing infrastructure and amenities to support tourism development and improve visitor satisfaction.

5. Conclusion

In conclusion, the analysis conducted sheds light on the shortcomings of the Gebong Memarong Traditional Village homestay concerning the 4A framework, particularly in terms of amenities and ancillary services. The findings underscore the importance of addressing these deficiencies to enhance the overall tourist experience and ensure sustainable tourism development in the area.

Specifically, in terms of amenities, managers must implement more organized waste management practices within the homestay to prevent environmental pollution and maintain

cleanliness. Furthermore, the provision of fire extinguishers (APAR) in every building within the homestay compound is crucial to ensure the safety of guests and protect the infrastructure from fire-related risks.

Regarding ancillary services, stakeholders are encouraged to prioritize the addition of supporting facilities within the tourist village area to cater to the needs of visitors effectively. This may include the establishment of essential services such as banks, ATMs, and hospitals, as well as the improvement of telecommunication infrastructure to enhance connectivity for tourists.

Additionally, it is essential for managers to continually enhance their competence and knowledge in homestay management to effectively address the evolving needs of tourists and ensure the sustainable development of tourism in the Gebong Memarong Traditional Village homestay. By addressing these areas of improvement, stakeholders can create a more conducive and fulfilling experience for visitors while fostering the long-term growth of tourism in the region.

6. Conflicts of Interest and Ethical Standards

The authors certify that in this research, there are no conflicts of interest within their current organization, and no unethical practices, such as plagiarism, were followed during the research.

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