Designing for behavioral change: Transforming of rural home into tourism facilities

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Abstract. Travel to rural areas provides a different experience for tourists by offering a lifestyle in rural areas. One of them is by providing an experience of staying with the villagers (homestay). However, the demands of tourists for homestay facilities will affect the behavior and habits of the village community. How the adaptability of both parties changes the current behavior and lifestyle so that it can impact the design of facilities. The purpose of this paper is to identify the changes in behavior and lifestyle of both parties to initiate the design of tourist facilities in the homestay to meet the requirements of tourist attractions. The theories, a survey, and observation conducted were supported by literature reviews with a particular focus on existing facilities in the homestay. The study results have shown that behavioral and lifestyle adaptations from both parties make a positive contribution to initiate a proper design in a homestay by tourist standard.

1. Introduction

Environmental-based tourism or nature tourism is currently in enormous demand by local and international tourists. With the increased of tourists on these tours, it is necessary to facilitate their needs for facilities that are close to tourist sites in nature. One alternative accommodation that can help facilitate these needs is a homestay. Homestay refers to a type of housing where tourists or guests pay to stay in private homes, where interaction with a host and family, who usually live on the premises and with whom the public space is, to a degree, shared,” occurs [1]. Homestay currently developed by the community in the rural area to help local people to earn money for living and tourist needs lower rates of accommodation and experience of other cultures. As Cohen said, living in a rural homestay will give the real, authentic experience, enjoy rural hospitality and learning about different cultures [2].

Other than that, homestay gives a positive impact on the tourism industry in that area. As Gu and Wong said, homestay development in rural areas has occurred for some time and constitutes a very significant form of local community participation in tourism [3]. Another review also said that the popularity of homestay programs is growing due to their integration of all aspects of the rural environment by offering a combination of natural, cultural, and human experiences [4]. And rural homestays also allow guests to glimpse the daily lives of village residents, enabling them to experience a local community in ways that differ from conventional tourism interactions and settings [5]. Homestay is very different from another type of accommodation such as hotel and hostel which there are provides standard facilities for tourist to use. Homestay has its characteristics and identity. Some homestay closed with their culture and environment; some are not. However, the main idea of homestay is a house that used by other people (not a family member) and all the facilities inside the
house is used by all member of the family including a tourist who stays with them. Both types of user (host and guest) are in the same location using the same facilities in the house. The activities and facilities in the homestay can cause a behavioral change in the homestay because of interchangeable culture and experience.

2. Method
In this paper, the method used was a qualitative method using observation and survey to collect the data and analyzed it with theories of behavioral change to see the social and facilities interaction from both users. Qualitative research aims to gain a general understanding of social reality from a participant's perspective. This understanding is not determined in the advance but will appear after analyzing the social interaction that is the focus of this research. The use of this qualitative method is justified starting with the aim of the study that wants to analyze the conditions of the homestay as an effort to develop tourist facilities in the selected area as well as the responses of both users to produce ideal homestay recommendations.

The Kampung Wangun was chosen as a case study by the researcher for several reasons; (1) This village has a potential tourist destination for natural resources and natural environment, (2) despite the characteristic of the homestay form outside and location, inside of the homestay need to be refurbished to be a standard homestay. The literature review selected based on different disciplines including tourism, homestay, behavioral change, and design. The literature related to this study were selected to give a reflective understanding and relationship about tourism, homestay, behavioral change and, design. The research objective was to explain the activities and facilities relationship of homestay with the user (host and guest). The three main research questions were: (1) How the facilities inside the house were arranged for a homestay, (2) How the host and guest interact with each other and using the facilities inside the house, (3) How the existing and new facilities change the behavior of the user.

3. Results and Discussions

3.1. Concept of Tourism
As time evolved with the development of tourism definition, tourist destinations also increased. An alternative tourist destination for visitors who are tired of the hustle and bustle of urban life and the deterioration of the quality of the urban setting is rural tourism or frequently called tourist village. The tourism village was created by prioritizing the community's lifestyle and quality of life and involving the local community as well as developing the value of village tourism goods. The tourist village was constructed with the idea of returning to nature and giving people a more natural life fair and showing the wealth of local culture.

Tourism was depicted in most developing countries as a contributor to small-scale enterprises, thus directly raising living standards and a catalyst for community development. The household idea seeks to encourage families to gain revenue from tourism as an expanded type of participation of local individuals in tourism [6]. To make tourists able to learn about the culture, lifestyle and local economic industries that exist, the tourist village requires an accommodation that can attract tourists to spend more time in the rural community. Therefore, the community is developing homestays with the concept of experience of the lives of local people, wherewith the presence of this homestay, visitors can stay overnight and intensely interact with the local community.

3.2. Homestay in kampung Wangun, West Java
Kampung Wangun is located in the village Pasirmulya Banjar Bandung Regency South with the distance - + 2 hours from the city of Bandung. The name of Wangun itself comes from the Sundanese language which, means ‘form or wakes up.’ Kampung Wangun inhabited by approximately 32 families. Surrounded by beautiful nature and the chill air from the mountains at the end of the village there is a pine forest that is no less beautiful than the others. The characteristics of the Puntang Mountain tourism area is the Puntang coffee plants. The majority of these people in these areas are
coffee farmers. This village is unique in its Arabica Coffee and had won in the international world competition in Atlanta, America for its unique taste of coffee [7].

Figure 1. The Location of Kampung Wangun

With its potential for natural resources and natural environment, Kampung Wangun can be one of community-based tourism (CBT) in that area. People in the village can provide lodging facilities in the form of tourist lodges (homestay) so that visitors can experience the rural atmosphere of the original coffee farmers. This village can also sell the lifestyle of coffee farmers for local or non-local tourists who are interested in coming here, where international coffee awards can be a great attraction for tourists, especially foreign tourists who love exotic traditional culture.

According to ASEAN Homestay standard, homestay is alternative tourism in which travellers will stay with the host’s family in the identical residence and could revel in the everyday manner of existence of their own family and the local people [8]. The visitors will have the opportunity to participate in routine activities of the community as well as interact with the hosts in the exchange of knowledge, culture, and experience. Homestay programs can indirectly function as a tool of development by increasing awareness among rural communities on preserving the cleanliness of their environment. They can also act as a facilitator to enhance learning, exchanging, and strengthening of communal values as well as sustaining lifestyle and culture.

Table 1. Implementation of ASEAN Homestay Standard in Kampung Wangun

| No. | Main criteria | Requirement | Kampung Wangun |
|-----|---------------|-------------|----------------|
| 1.  | House         | 1.1. The structure of the house shall be in a good, stable and safe condition such as roof, walls, doors, floor, etc. | V |
|    |               | 1.2. The design and building materials shall reflect the vernacular architecture and local identity | X |
|    |               | 1.3. The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house | V |
|    |               | 1.4. There shall be a minimum of one (1) bathroom/toilet for the guest either inside the guest room or inside the house | V |
|    |               | 1.5. It is recommended that the house shall have electricity supply | V |
|    |               | 1.6. The house shall have adequate and clean water supply made available at all times inside the house. | V |
| 2.  | Bedroom       | 2.1. Provide basic amenities and furnishing in the guest bedroom(s) such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc. | V |
|    |               | 2.2. A maximum of four of the total number of bedrooms in the house, which are not being used by any member of the homestay provider/host shall be allocated to homestay guests. | V |
2.3. Provide the standard and appropriate type of beds such as single beds or double beds with comfortable mattresses and pillows.

2.4. If necessary, windows should be fitted with a mesh frame to keep out mosquitoes and other insects.

2.5. Bed linen shall be changed as needed; and following the departure of each guest, a fresh set of clean bed linen shall be provided to the next guest.

3. Toilet/Bathroom

3.1. Provide either sitting or squatting type of toilet inside or outside close to the house.

3.2. Provide basic toilet and bathroom facilities including doors with locks in all restrooms and bathrooms.

3.3. Adequate and clean water shall be provided at all times.

Running a homestay can be challenges for rural people because homestay brings about certain modifications in how local people view their cultural and natural heritage and it makes them acknowledge the significance of their tradition not only as a source of revenue but also as a treasure to be shared with the worldwide society. People around the globe are searching for distinctive travel experiences combining natural beauty with cultural and architectural appreciation; distant places are increasingly being sought as destinations, including regions such as the Kampung Wangun. Ideally, the home program enables local individuals to experience other people's cultures from around the globe [9].

Figure 2. Homestay House

Homestay in Kampung Wangun already supported the character of rural tourism as a statement in the previous discussion. They not only have the environment but also the building itself has a certain character that suited the culture and environment. The condition of the architecture still acceptable since they built it in 2012. However, in the interior itself still under the requirement for standard facilities for homestay. The characteristic of the house reflected the culture of people in Kampung Wangun. All the material used from the surrounding such as bamboo wicker, pinewood, stone, and clay (figure 2).

Figure 3. Homestay (family and living room)

As for the interior, the house looks unclean, cluttered, and reeking. Most of the furniture in the house is furniture sold in the market. They do not make furniture even though some of the hosts can
make traditional bamboo and wood furniture (figure 3). The space in the house is very restrained, is about 7x7 meter square. The areas of observation in the house were five areas; (1) bedrooms, (2) family room, (3) living room, (4) kitchen, (5) bathroom. The kitchen and bathroom space located at the back of the house and there is a door as divided the space into the bedroom, dining room, and living room. The condition of the kitchen and bathroom is very dusty, cluttered, and dirty (figure 4).

![Figure 4. Homestay (bedroom, bathroom, and kitchen)](image)

With these conditions, the house in Kampung Wangun does not meet the standards of facilities for homestays even there are some main facilities they could provide such as bedrooms, bathrooms and limited facilities in living and family rooms. Analyzing the environmental and cultural background, the house can be repaired to fit in the homestay standard, to provide lodging and cultural experiences to guests who stay with them.

3.3. Behavioural Change in ‘Kampung’ Wangun homestay

In the case of this study, the meaning of behavioral change was interchangeable habit and culture from host and guest that influence the activities inside the house. The host has their habit and culture in their daily activities, and they need certain facilities to support those activities in the house. However, to be a host for a homestay, they also need to learn other people’s culture (guest) and their own culture to provide a standard homestay. They expected to change their bad habits if they want to be homestay owners. Some of the changes expected from homestay owners include; (1) the desire to maintain the cleanliness and tidiness of their homes, so that guests are comfortable in their homestays, (2) proud of their culture and want to share it with guests who stay with them. From the guests who stayed, it is expected that there will be a change in behavior during the stay at the homestay, where guests are willing to follow and learn the habits and culture in the house. To change the old habit and direct them to different habit will take a lot of effort. A change process takes patience, knowledge, and flexibility from a person who wants to change. This research will use the Balm Behavioral Change Model to understand the process during change [10]. As Balm highlighted the behavioral change is a set of techniques that intentionally induce in the user the change of behavior and the creation of new ones. For this research purpose, the host and guest activities and facilities in the house is the main focus of the behavioral change and from those activities and facilities induce in the user the change of a habit or a culture.

Based on Balm, people will do six stages of change; there are receptiveness, understanding, wanting to, being able to, doing, and persevering. Using these stages, the process of behavioral change will be related to the changing process of facilities in the homestay. The first process is the receptiveness; in this process, the host is capable of changing or adjusting their behavior to the facilitated better homestay.

The homestay house is usually occupied by 1-3 people, consisting of 1-2 adults with one child and they can receive a maximum of 2 guests. From the existing homestay layout, the guest area shows that there is an interrupted area between the front and back areas of the house. In this layout, guests cannot
use the kitchen area because of the condition of the kitchen is dusty, cluttered, and dirty. As for the front area, guests can do activities but less comfortable because of the seating area is in front of the host room and the dining area is sitting on the floor. With these conditions, both hosts and guests are unable to interact comfortably. The difference between these habits can be seen in the table two along with the interaction area.

| Homestay Area | Host Needs | Habit/Culture | Guest Needs | Habit/Culture | Interaction before | Interaction after |
|---------------|------------|---------------|-------------|---------------|--------------------|-------------------|
| Bedroom       | Sleep, rest| Sleep on the floor with mattress | Sleep, rest | Sleep on the bed with mattress | Separated bedroom | Add facilities with traditional experience |
| Toilet/Bathroom | Clean, wash, bath | Use a squat toilet, large tub/bucket | Douche, wash | Use closet, shower | Shared bathroom (toilet & bath) | Toilet and bathroom separated |
| Bedroom       | Cook, drink, eat | Cook with traditional stove and utensil | Cook, drink, eat | Prepare food by them self | Facilities only used by the host | Facilities used by both users, Add facilities with the traditional & learning experience |
| Family Room   | Chat, play, eat, sleep | Sit on the floor, eat on the floor. | Chat, eat | Sit on the chair, eat on the table | Facilities sometimes used by both users | Facilities used by both users, Add facilities with the traditional & learning experience |
| Living Room   | Chat with guest | Welcome guest | Chat with host | Reading, drinking, eating, chatting | Facilities used by both users | Add facilities with the traditional & learning experience |

In the interaction area before, several facilities that need to change following the guest needs and habit. For the bedroom area, each has a space that does not change except the position of furniture that is rearranged so that the room looks more spacious by adding facilities according to the standard homestay. Whereas the toilet area is separated from the bathroom to make it more hygienic and can be used by two people. The toilet still uses squats as part of the local cultural experience for guests. For the kitchen area, the changes are quite significant because this area is one of the cultural involvements for guests. The cooking method done by the host is still traditional using a stove on the ground. They also sometimes prepare dishes on the floor so they are less hygienic. To facilitate the cooking activities traditionally, a low table (bale-bale) and bamboo cabinet are designed, to be used as a place to prepare food and cabinets to store previously scattered equipment. The presence of guests at their place requires them to always be clean and tidy. At this stage, the host understands the condition of the homestay and ready to change their facilities. This is the stage of ‘understanding and wanting to change’ in the behavioral change process. The next step is ‘being able to’. In this process, the condition of the homestay ready to change to a suitable place for guest. There are several changes related to facilities arrangement and added some cultural element such as bamboo material and bamboo weaving.

There are some changes for a door to the back area; it will change into sliding door made of bamboo so space and the kitchen visible from the front area. The sitting area can be divided into two types of sitting, which are bamboo chairs and sitting on the bamboo table (bale-bale). No more sitting on the floor for the guest and host because the surface made of wooden boards, and it will feel cold at night. The sitting area with the chair is still there, but the location moved near the window because the chair is used by many guests to sit so that they can see out through the window.
The changes in layout can be seen in figure 5. A new interaction area for the host and guest increases with the changes made in the kitchen area and bathroom area. Now the kitchen area can be used by the guest if they want to make a drink or help the host prepare the food with a narrower and more comfortable kitchen area for hosts and guests with their traditional atmosphere. The other changes are the separation between toilets and bathrooms, its more hygienic and privacy. The looks of the kitchen area added a local value because of the traditional atmosphere applied in the kitchen and for the host is part of the preservation of culture and tradition. The family area changes with the addition of *bale-bale* bamboo and sliding doors made of bamboo. With the addition of facilities as a homestay complement, it indirectly requires the homeowner to adapt to the layout and facilities. They must learn how to receive guests in their homes. As compensation for these changes, they will get adequate income so that they can help the family economy. And they can also introduce their culture to guests by carrying out their activities according to the specified facility standards. This process is
the last stage of doing and persevering from the behavioral change model by Balm. In this process, the behavioral change can put into practice and receive positive support from their environment. Because the advantages of a homestay are a cultural experience that is directly felt by guests when they stay at a homestay, not just the convenience of facilities.

4. Conclusions
This study only involved in the Kampung Wangun area and has limitations. Therefore, the discussion of this study limited to homestay standard facilities and interaction of the users in the homestay with existing facilities. The results from this research indicate that interaction both users are an important aspect towards a behavioral change for host and guest. This interaction area can be used as a cultural identity for the host and learning experience for the guest. Despite the space and size, there is still a potential to be developed as a comfortable and cultural homestay especially for individual guest. Kampung Wangun has significant identity and culture (West Java); however, it is not reflected on their homestay. Their natural environment and cultural community can make them be a good destination. Creating a new layout of the homestay and designing facilities that represent host cultural and identity is one of the solutions for this homestay. Because the advantages of a homestay are a cultural experience that is directly felt by guests when they stay at a homestay, not just the convenience of facilities. The cultural aspect of the homestay is the significant aspect that can help the homestay host to practice and show their cultural attribute in their daily life. These changes mostly involve old villagers and communities that know the history and cultural elements from their pastimes. Traditional knowledge is critical for rural people to know the olden times of their ancestors.

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