

# POST PANDEMIC MODEL OF TRADITIONAL HOUSE FOR RURAL HOMESTAY: EXPERIENCE FROM MALAYSIA AND INDONESIA

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## ABSTRACT

In the Post Pandemic period, the biggest challenge will be for the tourism and hospitality industry to restore the trust of domestic and foreign tourists. Therefore, introducing a 'clean and safe destination' could be one the ways to regain tourists' trust with the aim to give certification to the tourism operators, including homestay's host families and participating villagers, that comply with the guideline by related government organizations. This includes the spatial usage in the traditional houses as the accommodation for majority homestay in rural Indonesia dan Malaysia. As countries with very similar cultures, Indonesia and Malaysia are both concerned about developing rural tourism and utilizing traditional house as homestays. It will be an interesting study to examine the Post Pandemic challenges in rural tourism in Indonesia and Malaysia.

This research is aimed to help revitalise the homestay both in Malaysia and Indonesia by i) identifying the characteristic and nature of homestay, ii) revealing the effects of Pandemic Covid-19 towards rural tourism in Indonesia and Malaysia, and iii) setting a guideline for the usage of traditional houses as the accommodation to suit the Post Pandemic situation. A proper guideline on the spatial usage of traditional house, including on the alteration and extension done by the host families are important to ensure both original architectural style of the house is preserved, and the guideline are implemented.

The research deployed two data gathering methods consisting primary and secondary. Primary data collection was conducted by field study site visits, identifying the spatial structure, infrastructure, and homestay operations while interviews were carried out with relevant agencies and homestay owners. As such, focus group discussion were undertaken to formulate guideline both in Malaysia and Indonesia separately. The findings show that 1) Both Indonesian and Malaysian rural homestay show the similarity in term of reference, concept, objective, definition, participation of villagers, characteristic of accommodation, and interaction with surrounding; 2. There are slightly different between Indonesian and Malaysian rural homestay in term of management and organization involvement in this program. Indonesian homestay is managed by homestay committee in community level, but Malaysian homestay is managed by both regional government and homestay committee. 3. Both Indonesia and Malaysian had experiencing serious challenges since the number of visitors decreased drastically during 2020-2022. Even managing a homestay is a side job that contributes no more than 30% of household income and they can live with the other income, the villagers start to struggle to revive the homestay not only for the income but also to revitalize agriculture, farm villages, and mountain villages; to preserve nature, landscapes, and traditional cultures; and to promote rural lifestyles to urban people

Kata Kunci: *post pandemic, traditional house, rural homestay, Indonesia, Malaysia*