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## Community Homestay Management Assistance



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KEYWORDS	ABSTRACT
<p><b>Keywords:</b> Homestay Management; Tourism Village; Community Empowerment; Management Training; Local Economic Sustainability</p> <p><b>Conflict of Interest Statement:</b> The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p><b>Copyright © 2024 ACSR. All rights reserved.</b></p>	<p><b>Purpose:</b> This study aims to enhance homestay management involving the local community. The goal is to improve service quality and management to support the local economic sustainability of the Rinding Allo Village community in Rongkong District.</p> <p><b>Research Design and Methodology:</b> This research utilizes a methodological approach that combines observation, interviews, and focus group discussions to identify potentials and challenges in homestay management.</p> <p><b>Findings and Discussion:</b> The results indicate a significant improvement in homestay management and service skills due to the training and mentoring provided. This has led to the establishment of new standards in the services and facilities offered by homestays. The research highlights the importance of continuous training and structured management practices to achieve these improvements.</p> <p><b>Implications:</b> This study's implications are highly relevant for the development of other tourist villages in Indonesia, where similar approaches can be applied to support sustainable economic growth through local tourism. Emphasizing the enhancement of local human resource capacity and tourism service quality, this study provides a model that can be replicated in various rural settings. The findings suggest a pathway to achieving long-term sustainability and economic benefits through rural tourism initiatives by fostering local community involvement and improving management practices.</p>

### Introduction

Tourism has long been recognized as a vital contributor to economic development, especially in rural areas where traditional economic activities may be limited (Fattah, 2023). The Ministry of Tourism and Creative Economy (Kemenkraf) in Indonesia is at the forefront of promoting tourism to boost local economies and enhance the welfare of rural communities. This commitment is evident in initiatives like the Anugerah Desa Wisata Indonesia (ADWI) program, which aims to highlight and reward villages that effectively leverage their tourism potential. However, despite these efforts, many rural areas, such as Rinding Allo Village in North Luwu Regency, still need to realize their tourism potential fully. Rinding Allo Village, situated 1700 meters above sea level and surrounded by dense tropical forests, boasts numerous tourism assets, including natural attractions, agro-tourism, and cultural heritage sites (Fatimah & Mukarramah, 2023). The beautiful, terraced rice fields and traditional Rongkong Salurante Weaving community showcase the village's rich cultural heritage. Despite these advantages, the village's tourism infrastructure still needs to be developed, primarily due to inadequate management and limited involvement from the government and local institutions such as BUMDES (Village-Owned

Enterprises). This disconnect has resulted in fragmented tourism management and suboptimal resource utilization, hindering the village's ability to attract and accommodate tourists effectively. One major issue facing Rinding Allo Village is the need for more understanding among its human resources (HR) regarding service, marketing, and financial management for the sustainability of homestays. Homestays are crucial accommodation services in this remote village. Proper management can enhance tourists' comfort and provide a more profound experience of local life (Tjilen et al., 2023). However, homestay management could be better, with inadequate services, inconsistent pricing, and a lack of guest administration. This incompetence leads to lower tourist satisfaction and potentially reduced tourist numbers. Research by Dong and Nguyen (2023) highlights that local community involvement in tourism management improves service quality and ensures tourism activities' economic and social sustainability.

Recent research in rural tourism development underscores the importance of community involvement and sustainable management practices. Studies indicate that successful rural tourism initiatives often depend on the active participation of local stakeholders, effective capacity building, and strategic marketing and financial management. For instance, research by Ndivo & Cantoni (2016) found that community involvement in tourism development in rural Vietnam significantly enhanced service quality and local economic sustainability. They emphasize the importance of ongoing training and support from various parties, including the government, academics, and the private sector. Saputra et al. (2024) highlights that sustainable tourism management improves tourist experiences, strengthens local economies, and preserves cultural heritage. They argue that with the involvement and empowerment of local communities, tourism development tends to be sustainable and offers more long-term benefits to local populations. A study by Eraku et al. (2023) reinforces this view, showing that sustainable tourism practices are crucial for maintaining cultural heritage and economic viability. Listyorini et al. (2021) support the idea that community involvement is essential for successful tourism management, emphasizing the role of digital marketing in enhancing rural tourism. Digital marketing strategies can significantly increase the visibility and appeal of rural destinations, attracting more tourists and generating economic benefits for the local community. While many studies highlight the importance of community involvement and capacity building, gaps still need to be found in applying these principles to remote villages like Rinding Allo. Existing models are often tailored to more accessible rural areas and do not account for remote villages' unique challenges. For example, Kumar et al. (2022) found that tailored approaches are needed for effective tourism management in isolated regions. They argue that remote villages require specific strategies that address their unique logistical, infrastructural, and social challenges. Therefore, further research focused on the specific context of remote villages is needed to develop more comprehensive and relevant frameworks. This research should aim to create tailored approaches that incorporate community involvement, capacity building, and sustainable management practices suited to the unique conditions of remote villages. By doing so, remote communities can fully realize their tourism potential and achieve long-term economic and social benefits.

Despite the insights provided by recent studies, there remains a significant gap between theoretical frameworks and the practical realities of remote villages like Rinding Allo. Existing research often needs to address the specific challenges these villages face, such as inadequate infrastructure, limited access to resources, and lower levels of education among residents. For instance, while Soedarso et al. (2016) emphasize the importance of community involvement and training, they must fully account for the logistical difficulties in implementing these strategies in remote areas. Similarly, Parmawati et al. (2022) highlight the benefits of sustainable tourism management but overlook the unique cultural and economic contexts of isolated communities. In Rinding Allo, the lack of proper management and community engagement has led to fragmented tourism efforts and underutilization of resources. Most tourism activities are managed privately without sufficient support from government entities like BUMDES. This results in inconsistent service quality and limits economic benefits for the local community. Additionally, adequate guest administration systems are necessary to track visitor data, which is crucial for improving service delivery and marketing strategies. To bridge these gaps, a tailored approach that considers the unique circumstances of remote villages is essential. This includes developing specific training programs for residents, integrating traditional practices with modern

tourism management, and establishing robust support systems involving various stakeholders. By creating training programs focused on the unique needs of remote villagers, tourism management can become more effective and culturally relevant. Integrating traditional practices ensures that tourism development respects and preserves local heritage while adapting modern techniques. Establishing robust support systems involving government, private sector, and community stakeholders can enhance coordination, improve service quality, and ensure sustainable economic benefits.

The objectives of this community service initiative are multifaceted and aim to address the critical needs of Rinding Allo Village in enhancing its tourism potential. The primary objective is to equip local human resources with a comprehensive understanding of service delivery, marketing strategies, and financial management, which are essential for the sustainability of homestays. By improving these aspects, the initiative seeks to increase the income of the Rongkong community, thereby contributing to their overall economic well-being. Proper training and knowledge in these areas will enable locals to offer high-quality services, attract more tourists, and effectively market their unique cultural and natural assets. Another crucial objective is to establish a robust guest administration system. The availability of such a system will allow for the accurate tracking of data and conditions of homestay visitors. This is vital for understanding visitor preferences, managing resources efficiently, and enhancing the overall visitor experience. By maintaining detailed records of guest information, the village can tailor its services to meet the needs and expectations of tourists, fostering repeat visits and positive word-of-mouth promotion. A well-managed guest administration system supports better planning and decision-making processes for sustainable tourism development. It provides insights that can guide improvements in service quality and operational efficiency, ensuring that the village can respond promptly to visitor feedback and market trends. This administrative capability will help optimize resource utilization, thereby maximizing economic benefits and enhancing the sustainability of homestay operations.

## **Literature Review**

### ***Capital***

This community service involves academic human resources (lecturers and students) from various scientific backgrounds in Economics, Accounting, Financial Management, Service Management, and Marketing at the Faculty of Economics and Islamic Business IAIN Palopo. Human resources for service partners are from the local government, community leaders, youth groups, women's groups, and Homestay owners/managers. The facilities and infrastructure used are Homestay as a pilot, laptop, LCD, printer, administration book, and advertising board or pamphlet.

### ***Relevant Previous Studies***

Previous studies that are relevant to the dedication that will be carried out are

1. I Made Kresna Dana, Homestay Management and Legality Assistance to the Bongan Tourism Village Community, Tabanan, Bali. *Bina Cipta Journal*, 2022.  
Community service activities carried out by the Bali International Polytechnic are one of the manifestations of cooperation between the Bali International Polytechnic and the Ministry of Tourism and Creative Economy in implementing Community Service in the Bongan Tourism village by using the method of presentation and discussion. The presentation was carried out by providing some material on homestay management and material summarized in the Ministerial Regulation on Tourism and Accommodation Business Standards, divided into three aspects: product, service, and management. Assistance related to homestay management and legality resulted in the formation of an application group for homestay managers in Bang An Tourism Village. This group was created to share problems, obstacles, and information with Bang An Tourism Village homestay managers. Bali International Institute of Technology also designed a logo according to the needs of the mentors and donated a homestay signboard.
2. Fitriana, Wikrama Parahita, Homestay Management Training in Cikolelet Tourism Village, Serang, Banten, *Journal of Community Service*, 2020

This program aims to equip homestay owners with essential management, marketing, and finance skills through hands-on training, guidance, and feedback. The training program was conducted for 18 homestay owners of the Cikolelet Village Tourism Awareness Group (Pokdarwis). With the knowledge gained from this program, homestay owners can manage their businesses effectively and keep financial records of their transactions to track profits and losses for future development.

### ***Village Tourism***

Current tourism trends have shifted significantly from mass tourism to more alternative and thematic forms of tourism. This shift is driven by a growing preference among tourists for destinations closer to nature and local communities, a concept often referred to as ecotourism. Village tourism is one prominent form of this trend. It involves developing rural areas by transforming villages into tourist destinations, thereby empowering local communities by properly managing local resources and tourism potential. The main principles of village tourism emphasize village development, sustainable practices, and community involvement. The movement towards alternative tourism has gained momentum as tourists seek more personalized and authentic experiences. Unlike mass tourism, which often focuses on large-scale, high-density tourist attractions, alternative tourism prioritizes smaller, community-based, and environmentally sustainable destinations. This trend is beneficial for tourists and host communities, as it promotes local culture, heritage, and natural landscapes while minimizing environmental impact. As a subset of alternative tourism, village tourism capitalizes on these preferences by offering tourists an opportunity to experience rural life firsthand. According to recent studies, village tourism provides significant economic, social, and environmental benefits. For instance, a study by Su et al. (2019) found that village tourism in China contributed to rural development by creating jobs, increasing incomes, and promoting cultural preservation. This model has been replicated in various countries with similar positive outcomes.

The concept of village tourism revolves around utilizing local resources and tourism potential effectively. This includes natural attractions such as landscapes, forests, rivers and cultural elements like traditional crafts, festivals, and local cuisine. Village tourism development requires careful planning and management to ensure that tourism activities are sustainable and beneficial to the local community. Proper management includes training residents in hospitality, marketing, and environmental conservation and developing infrastructure that supports tourism while preserving the village's character. Community involvement is crucial for the success of village tourism. Residents must actively participate in planning, developing, and managing tourism activities. This ensures that tourism development aligns with the community's needs and values and empowers residents by providing them with skills and opportunities for income generation. A study by Zhao and Timothy (2018) highlights the importance of community involvement in rural tourism development, noting that it leads to greater community satisfaction and sustainable tourism outcomes. In addition to economic benefits, village tourism also promotes environmental sustainability. By focusing on small-scale, low-impact tourism, village tourism helps preserve natural resources and reduce the carbon footprint associated with travel. This aligns with the principles of ecotourism, which emphasize conservation and responsible travel. For example, a study by Weaver and Lawton (2019) found that ecotourism practices in rural areas helped protect biodiversity and promote environmental education. Village tourism fosters cultural exchange and mutual understanding between tourists and local communities. Tourists gain a deeper appreciation for local traditions and lifestyles, while residents benefit from increased cultural awareness and global connectivity. This cultural exchange can lead to more harmonious and respectful interactions, enhancing the overall tourism experience for both parties. Three main components must be considered in building a tourist village, namely:

1. The condition of the village. A transparent information system is needed about the condition of the village and how the ecosystem can support tourism later.
2. The state of the community and organizational structure. Existing tourism can be managed by the village community with a clear organizational structure and a mature readiness in the management of the tourist village so that the village can develop optimally.

3. The concept of a unique tourist village with a unique tourist village concept will provide a different assessment compared to other areas.

Tourism villages are expected to be a catalyst for integrated village development that can ultimately improve the welfare of its residents. A thriving tourist village can provide a ripple effect, improve environmental conditions, foster community welfare, and preserve cultural heritage.

### ***Homestay management***

Homestay management is a vital component of rural tourism with significant potential to enhance local economies and community welfare. Homestay involves tourists staying with local families, facilitating deep cultural interactions and authentic experiences (Singh et al., 2021). Homestays provide a more personal and economical alternative to hotels and empower local communities by directly involving them in the tourism industry. Critical components of homestay management include service management, financial management, and marketing (Djati et al., 2022). Service management focuses on providing a pleasant experience for guests through high-quality service. Financial management encompasses managing operational costs, setting competitive prices, and maintaining transparent financial records. Homestay marketing involves attracting tourists through branding, social media promotion, and digital platforms. A study by Kapri and Sharma (2024) shows that implementing digital marketing strategies can significantly enhance the visibility and appeal of homestays. Enhancing human resource (HR) capacity is crucial in homestay management. Training and skill development for homestay managers are essential to ensure high-quality service and effective management. Ongoing training programs can help improve service delivery, marketing, and financial management competencies. A study by Ismail et al. (2016) emphasizes the importance of continuous training programs in improving the skills of homestay operators, which in turn leads to better guest experiences and higher occupancy rates. The role of technology in homestay management is crucial. Digital technologies, such as online booking platforms and property management systems (PMS), significantly improve operational efficiency and guest experiences. A study by Gan et al. (2018) revealed that adopting digital technology enhances the business performance of homestays. By utilizing these technologies, homestay operators can streamline their booking processes, manage reservations more effectively, and provide a seamless experience for their guests.

This integration of technology not only enhances efficiency but also allows homestays to compete better in the market by offering modern conveniences that travelers expect. Dawayan and Annuar (2021) found that using mobile applications and social media for marketing can attract more international tourists, thereby increasing the revenue for homestay operators. In addition to technology, community involvement, and institutional support are vital for successful homestay management. Collaboration among stakeholders, including local governments, communities, and the private sector, is essential for sustainable tourism development. The role of village-owned enterprises (BUMDES) in supporting homestay management is vital as it can improve coordination and service quality. BUMDES can act as an intermediary, providing resources, training, and marketing support to homestay operators, ensuring that they meet quality standards and are well-promoted to potential visitors. According to a study by Juliana et al. (2023), local community involvement in tourism management significantly enhances economic and social sustainability. When communities are actively involved, they are more likely to support and participate in tourism activities, leading to a more cohesive and resilient tourism sector. This involvement ensures that the benefits of tourism are distributed equitably, fostering a sense of ownership and responsibility among community members.

The benefits of homestay management extend beyond the immediate economic gains. A study by Homestay programs could foster cultural preservation by encouraging hosts to maintain and showcase their traditional practices and lifestyles (KC & Thapa, 2024). This cultural exchange between hosts and guests promotes mutual understanding and respect, essential for sustainable tourism. Another significant aspect of homestay management is environmental sustainability. A study by Supriadi and Roedjinandari (2017) highlights that homestays often have a lower environmental impact than conventional hotels, as they typically involve less resource-intensive operations. Moreover, homestay operators trained in sustainable practices can contribute to environmental conservation by adopting

eco-friendly practices such as waste management, energy conservation, and sustainable materials. The integration of sustainable practices into homestay management not only benefits the environment but also enhances the marketability of the homestays. Tourists are increasingly seeking eco-friendly accommodation options, and homestays that promote their sustainable practices can attract a niche market of environmentally conscious travelers. Effective marketing is another crucial component of successful homestay management. A study by Nugraha and Virginiya (2023) found that leveraging digital marketing tools such as social media, search engine optimization (SEO), and content marketing can significantly boost the visibility of homestays. These tools allow homestay operators to reach a broader audience and create engaging content highlighting their offerings' unique aspects.

Financial management is also a critical area that requires attention in homestay management. Proper financial management ensures that homestay operations are profitable and sustainable. A study by Afni et al. (2024) showed that effective financial management practices, including budgeting, financial planning, and transparent accounting, are essential for the long-term success of homestays. To ensure the sustainability and growth of homestays, it is essential to monitor and evaluate homestay operations' performance continuously. A study by Ismail et al. (2016) suggests using performance indicators such as guest satisfaction, occupancy rates, and financial performance to assess the effectiveness of homestay management practices. Regular monitoring and evaluation can help identify areas for improvement and ensure that homestays continue to meet the needs and expectations of their guests (Afni et al., 2024). Government policies and support play a crucial role in the success of homestay management. A study by Bi & Yang (2023) found that supportive government policies, including grants, subsidies, and training programs, can significantly enhance the development and sustainability of homestays. Governments can also promote homestays through tourism campaigns and by creating a regulatory framework that supports sustainable tourism practices.

## **Research Design and Methodology**

This study employs a qualitative research methodology to explore and enhance homestay management practices in Salurante and Hamlet. The approach is designed to provide a comprehensive understanding of the current situation and to develop practical solutions through training and mentoring. The research is conducted in several stages, including situation analysis, identification of potential, training, and continuous assistance. These stages ensure a systematic exploration of the homestay management practices and their impacts on the local community. The sample population for this research consists of members of the Salurante homestay management group in Rinding Allo Village. These participants were selected due to their active involvement in homestay operations and willingness to participate in the study. The homestay managers from Salurante and Hamlet represent a diverse group of individuals who own and manage homestay accommodations. This group provides a rich data source due to their firsthand experience and insights into the challenges and opportunities within the homestay sector. Data was collected using observation, interviews, and focus group discussions (FGDs). Initially, situation analysis and identification of potential were carried out through the distribution of forms to homestay managers, which gathered data on the number of houses and available facilities. Observations and assessments of the homestay facilities were then performed to gather detailed qualitative data on the existing conditions. Focus group discussions were held twice with the homestay management group to gather in-depth insights and foster collaborative dialogue. These discussions allowed the researchers to capture a wide range of perspectives and identify common challenges faced by the managers. Interviews were conducted with key stakeholders to gain additional context and detailed information. Formal training sessions were conducted once to introduce standardized homestay procedures and service standards. This was followed by periodic mentoring sessions to evaluate the implementation of these standards and address any emerging issues. The training content was carefully designed based on best practices in homestay management to ensure uniformity in service quality across all participating homestays. The collected data were analyzed using a qualitative data analysis model as described by (Puspitasari et al., 2019). Initially, the data was reduced to simplify and organize the information. This process involved coding the data to identify key themes and patterns related to homestay management practices. The coded data were then compiled and described narratively to provide a coherent and comprehensive interpretation. The

descriptive analysis involved interpreting the data to draw meaningful conclusions about the effectiveness of the training and mentoring interventions. The researchers looked for recurring themes and insights that could inform best practices in homestay management. The final analysis provided a detailed understanding of the current state of homestay management in Rinding Allo Village and offered practical recommendations for improvement.

## Findings and Discussion

### *Findings*

Homestays in Salurante Hamlet have emerged since 2020 based on community initiatives. According to the information extracted, 11 houses are currently ready and have been utilized as homestays in Salurante Hamlet, with a guest capacity of 15-20 people.



**Figure 1. Display of some Homestays in Salurante**

The results of the implementation of homestay management assistance activities are clarifying and re-agreeing on the service booking procedure system, service and reception procedures, home-based attraction procedures, and standardization of facilities that must be available in homestays. The cost of staying in a homestay has been determined to increase from the previous one, which is Rp250,000 per person per night. The price consists of breakfast cost, homestay host service fee, and management fee. Therefore, the service standards of Homestay Salurante are cleanliness, friendliness, care, safety, and comfort. The host does not have to always live in the homestay house with the guests, but the guests must still feel their care.

The facility standards are more about the equipment that needs to be prepared in the homestay to ensure guests' comfort. First, it is necessary to equalize the basic facilities/rooms that must be present in homestays, including rooms, toilets, meeting rooms, and dining rooms. This standardization is crucial in maintaining the quality of our homestays and ensuring a consistent experience for our guests. Secondly, once the basic facilities are in place, a guide to the standard equipment that must be present in each room of the Salurante Homestay is given to each host in the form of a checklist. For example, in the standard equipment checklist in the meeting room, items that must be present include family photos, guest and impression books, guest photo albums, snacks, and drinks/water.



Figure 2. Homestay Management Training

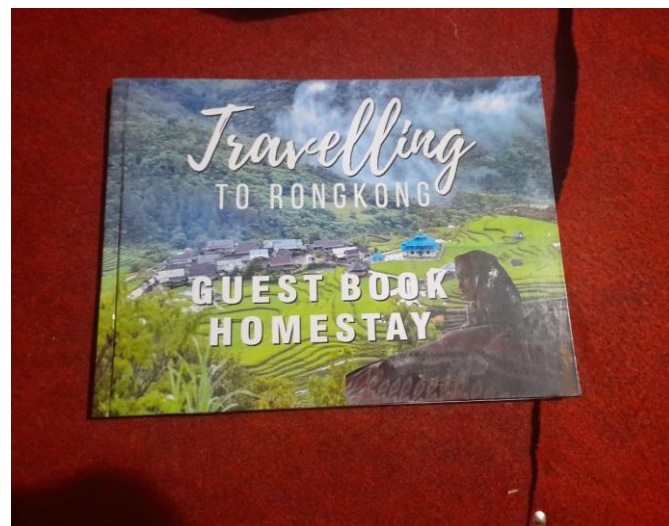






Figure 3. Addition of Homestay Facilities

The evaluation results and further mentoring after the training showed progress and obstacles. The progress shown is the increased ability and variety of host services to guests at Homestay Salurante. In addition, the hosts began to realize the importance of equipping themselves with hospitality skills. Meanwhile, the obstacles encountered by the Salurante Homestay administrators during the mentoring process are that there are still community groups that need help to meet facility service standards due to limited costs).

The solutions to the obstacles offered during the assistance are proposals that must be re-evaluated in the implementation process. The first proposal is for community groups that still need help meeting standards due to financial factors, and capital assistance can be provided by the relevant government.

## Conclusion

This research has provided a comprehensive examination of the current state of Salurante Homestay management, highlighting the initiatives led by the Pokdarwis community. The findings indicate that while the existing efforts have yielded positive outcomes, there remains a significant need for an

integrated system and more structured management practices. The training and mentoring programs have effectively equipped homestay managers with essential knowledge and guidelines for integrated service management, system organization, and human resource improvement. Ongoing support will focus on implementing these standards and enhancing marketing processes.

The value of this research lies in its contribution to academic knowledge and practical applications in rural tourism management. It underscores the importance of structured management systems and continuous training in improving homestays' operational efficiency and service quality. The originality of this study is evident in its holistic approach to addressing the management challenges faced by Salurante Homestay, offering a model that can be replicated in other rural tourism contexts. This research bridges the gap between theoretical frameworks and practical implementation, providing actionable insights for policymakers and practitioners aiming to develop sustainable tourism in rural areas.

Despite its contributions, this study has several limitations. It primarily focuses on a single case study, which may limit the generalizability of the findings to other settings. Additionally, the study relies on qualitative data, which, while rich in detail, may only capture part of the scope of quantitative impacts. Future research should consider broader comparative studies across different regions to validate and expand upon these findings. Moreover, integrating quantitative methods could provide a more comprehensive understanding of the economic impacts of improved homestay management. Researchers and practitioners are encouraged to build on this work by exploring these areas and refining sustainable rural tourism development strategies.

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