

## Feasibility Study of Homestay Management in Rural Villages (Tebat Meringang Lame, South Sumatra)

*Wisanggeni Agus Priyanto*<sup>1</sup>, *Andi Ade Zulkif*<sup>2\*</sup>, *Hariman*<sup>3</sup>, *Abdul Khaliq*<sup>4</sup>  
Divisi Kamar, Politeknik Pariwisata Palembang, Kota Palembang, Sumatera Selatan<sup>13</sup>  
Divisi Kamar, Politeknik Pariwisata Makassar, Kota Makassar, Sulawesi Selatan, Indonesia<sup>2\*</sup>  
Tourism and Recreation, Vistula University, Stokłosy, Warszawa, Polandia<sup>4</sup>

Corresponding E-mail: coelenowe@gmail.com<sup>2</sup>

### ABSTRACT

This research aims to identify the current management conditions and assess the feasibility of developing homestays in Tebat Lereh Meringang Lame tourist village, South Sumatra. The research methodology involved interviews and observations with informants, including homestay managers and administrators of tourism awareness groups. The study revealed that only one person can manage each homestay in the tourist village. The same person may have multiple roles, such as receptionist, room attendant, and kitchen manager. The feasibility of developing homestays in the village depends on physical environmental conditions, such as landscape characteristics, cool air, and an authentic rural atmosphere, as well as the uniqueness of Ghumah Baghi architecture and the hospitality of Basemah Malay culture. It is recommended that the number of personnel in each homestay be increased according to workload standards. The required skills for this position include reception and room attendance, food management, and improving local literacy about Ghumah Baghi.

**KEYWORDS:** Feasibility, Human Resources, Tourism, Homestay, Ghumah Baghi

### INTRODUCTION

Developing rural villages that are potentially based on local communities provides a massive opportunity for tourism development. (Kualaria et al., 2022) It is said that the active involvement of local communities can create a sense of ownership for tourism residents in their area. According to (Husni & Safaat, 2019), the form of local community participation in the development of tourist villages includes being involved in all stages of development, from planning, implementation, and evaluation or supervision.

Village tourism is a tool to improve the community's economy through empowerment in tourism activities. (Budhi Pamungkas Gautama et al., 2020) Suggests that the important thing in building a tourist village is a commitment between the government and village officials, community leaders, and village organisations to make the village a tourist village. A village area is called a tourist village if it can fulfil the components of a tourist village. According to (Chaerunissa, 2020), the components of rural village development are Attraction, Accessibility, Amenities, Accommodation, Activity, and Ancillary Services. Therefore, community readiness is needed to realise the components of a tourist village.

Tourism villages are developed by utilising the potential of existing tourism resources. Tourism resources come from landscape and socio-cultural potential. The rural landscape is a tourism resource (Li et al., 2022). According to (Adamov et al., 2023), rural communities' activities have favourable future consequences. Rural tourism development symbolises that villages have unique resources that are different from cities (Chen & Tao, 2023), suggesting that the main focus of tourism villages is experiential products.

A paradigm shift is needed in managing tourist villages. The business paradigm demands changes in working tourist village activities towards quality and professionalism. (Onsardi, 2020) states that human resource management is one dimension of entrepreneurial activities that requires a new approach to management. This means that in managing a business-oriented tourist village, the readiness of human resources is needed. In addition, quality tourism is a current tourism trend.



(Baswarani, 2021) argues that tourism managers must present quality products to increase tourists' purchasing power.

Human resources play a full role in the tourism business. (Rayyan Aqila Praditya, 2022) States that the relationship between human resources and tourism business management positively affects tourist or customer satisfaction. Tourism human resources include tourists/tourists (tourists) or workers (employment) (Setiawan, 2016). Human Resources in the tourism sector includes tourists and tourism actors as workers. Tourism human resources include two main aspects: Tourists and Employment. This refers to individuals in the tourism industry, including tour guides, hoteliers, restaurants, cleaners, servers, and various other roles involved in providing tourist services. Tourism HR management must also pay attention to the needs and welfare of workers to maintain service quality and overall industry growth. In developing and managing the tourism sector, it is essential to pay attention to these two aspects in a balanced manner to achieve sustainable and quality development in the tourism industry.

Human resource development in managing tourism villages faces various obstacles and challenges. (Yulianah, 2021) stated that community awareness and lack of knowledge and tourism skills are fundamental obstacles that limit the ability of local communities to participate actively in tourism planning and development. (Pajriah, 2018) overcomes community limitations through tourism education and tour guide training. The community must own these skills, especially in tourist areas, to develop tourism. (Syamsuddin et al., 2023) She suggested HR development methods to increase academic levels through employee competency development programs, such as training, workshops, or scholarships.

According to (Riadhussyah, 2020), the management of human resources in the tourism sector must perform managerial functions, namely with four steps: 1) Planning, determining the direction of tourism development; 2) Organising, determining the institutions that are authorised to run it; 3) Directing, making instructions, regulations, or socialisation by planning; 4) Control, the need for control and supervision to achieve the goal.

Tebat lereh Meringang Lame, South Dempo, Pagar Alam, South Sumatra as a tourist village. Tebat lereh Meringang Lame has been included in Indonesia's top 50 tourist villages since 2022 (KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF / BADAN PARIWISATA DAN EKONOMI KREATIF, 2024). There are seven aspects of assessment in (Indonesia Tourism Village Award) (ADWI) 2022, namely visitor attraction, homestay, digital and creative, souvenirs, public toilets, application of cleanliness, health, safety, and environmental sustainability (CHSE), and village institutions (Humas Kemenparekraf, 2022). The tourist attractions in Tebat Lereh include culture, crafts, arts, and nature tourism. Observations made at Tebat Lereh Meringang Lame tourist village (23-24 December 2023) still have problems experienced, especially in homestay governance.

A homestay is a place to stay for visitors provided by residents. Homestay allows visitors to live naturally by participating in the daily life of the host (Greer & Wagner, 2023; KC, 2021; Rahayu, 2023). According to (Bhattacharya et al., 2023), Homestay is a form of commercialising people's homes for tourism activities. The quality of the stay experience measures excellent service in homestay governance. (Jiang et al., 2022) revealed that guest satisfaction is achieved through impressions and experiences while staying at a Homestay. In addition to the impression factor, there are vital components in realising a quality homestay.

(Thanvisitthpon, 2021) states that there are six components of contextual homestays, including compatibility with the community's way of life and an inclusive local economy; hospitality-based homestay governance; the role of local stakeholders; cleanliness, infrastructure, and the environment; local identity and homestay carrying capacity; and stakeholder engagement strategies. Realising these components requires the availability of competent human resources. (Murniati et al., 2023) Suggested that homestay managers need to increase competence to maintain and improve competitiveness. Required competencies such as skills in housekeeping (Prastowo, 2022), local culinary (Levyda et al., 2019; Prastowo, 2022; Wibowo et al., 2023), and technological literacy to support digital-based promotion (Semwal & Singh, 2023). Increased competence is



needed to optimise the potential for homestay development in Tebat Lereh Meringang Lama tourist village.

Homestay services are determined by the availability of accommodation in bedrooms and Assessed that homeowners in Nepalese tourist villages have a minimum of two bedrooms with one room reserved for guests. Meanwhile, homestay entrepreneurs with accommodation services, hospitality, and professionalism have a high-income level. To improve accommodation services, homestay managers in India work with the hospitality industry to ensure the quality of room facilities and infrastructure (Dash, 2022). This means that the availability of homestay facilities is adjusted to the standards in hotels without reducing the meaning of locality because, according to (Wang, 2007), customised authenticity starts from home. By staying in a local's house, travellers can engage in daily activities, understand the local culture, and gain a deeper insight into life in their destination.

This research aims to identify the readiness and feasibility of homestay management in Tebat Lereh Meringang Lama tourist village using a human resource approach. (Zhang et al., 2022) states that there are four components in determining the feasibility of a homestay: 1) Certainty and legal guarantee of the homestay lodging business for the development of rural industries; 2) Homestays that are authentic to rural culture; 3) Homestays that are ecological with the strength of the surrounding ecology; 4) The quality of industry personnel through a commitment to human resource development initiated by the village government. Standard competencies in homestay governance, according to (Firman et al., 2022), namely in the Housekeeping section: has an understanding of the front office, Front Desk Agent, Service centre, Bellboy, Guest relation officer, and can apply standardisation such as general knowledge training about housekeeping, room, and laundry.

In addition, local cultural interpretation skills are required. (Kontogeorgopoulos et al., 2015) suggest that it is not only the ability to commercialise the house but also the managers' ability to offer a homestay experience by giving guests a glimpse of rural life.

Thus, the human resource approach focuses on the availability of human resource competencies, such as housekeeping and village locality interpretation skills.

## METHODOLOGY

This research is qualitative research with descriptive type (Lexy J, 2019). This research focuses on identifying the feasibility of homestay governance in the Tebat, Meringang Lama tourist village through the human resources approach of housekeeping. The informants of this research are two people, employees and managers of Mr Bey's homestay, and Tourism awareness group administrators consisting of three informants. Interviews and observations were conducted to obtain information about the existing conditions of homestay management (Zhao et al., 2019), the quality of human resources (Firman et al., 2022), and observation of the physical condition of the homestay.

The physical condition of the homestay concentrates on home factors such as cultural values, hospitality, service, and home security (Dash, 2022). Data analysis techniques identify key themes and then interpret them to understand the implications and meaning of the findings, which link to relevant theories or existing literature (Lexy et al., 2019). To ensure the accuracy of the findings, this study used triangulation (interview, observation, and audit trial) (Bhangu et al., 2023; Köhler et al., 2022). The research was conducted in stages in October-November 2023 to observe the existing conditions of homestay management and the second stage in December 2023-January 2024 to observe the physical conditions of the homestay.

## RESULT AND DISCUSSIONS

Based on the results of research through in-depth interviews, it can be explained as follows. First, the existing conditions of homestay management with a human resource approach and the current conditions in the management of homestays in the tourist village, Tebat Lereh Meringang in the human resource competency approach as Housekeeping found the fact that the managers have applied basic skills and have an understanding of the front office, Front Desk Agent, Service centre, Bellboy, Guest relation officer. This is

reflected in the process of welcoming guests:

- a) Welcoming guests includes arriving guests and providing information and welcome snacks for guests at Mr Bey's homestay. There is a guest list book, homestay income book, information about the homestay, and essential telephone numbers (Observation, 23 October 2023).
- b) Room cleaning includes cleaning the guest rooms, the homestay and its grounds, the bathrooms, and other wet areas at Mr Bey's homestay. There are cleaning equipment and materials (Observation, 23 October 2023). Bedroom facilities have 1 - 5 rooms for rent with clean, well-organized beds, plain white bed linen and pillowcases, lighting availability, room keys, vanity mirror, wardrobe/clothes rack, and well-maintained trash bin. The bathroom has clean water with a clean and well-maintained water reservoir/shower, soap, and toiletries, a smooth water drain, availability of sitting/squatting toilets, and clean and well-maintained towel hangers.
- c) Management of guest meals and drinks, including providing guests breakfast, lunch, and dinner and preparing snacks for Mr Bey's homestay guests. There is equipment in the form of cooking utensils, kitchen spices, and food ingredients (Observation, 24 October 2023). The kitchen is clean and well-maintained, and the kitchen equipment is functioning. Minimum services have the availability of a guest book for recording or guest identity, a wifi network, first aid equipment in accidents, homestay signboards with legible writing, and installed in a visible place. Availability of drinking water and provision of breakfast so that there is interaction between visitors/guests and homeowners.

The availability of several human resources in managing Mr Bey's homestay in the rural village one person. One person has multiple roles, such as reception, room attendant, and kitchen manager. Conditions like this significantly affect the quality of

service to guests. (Lyimo & Joachim, 2022) Suggests that many work targets can potentially make employees vulnerable to stress.

There is a workload gap in homestay managers in Tebat Lereh Meringang village. The results of interviews and observations about the workload of Mr Bey's homestay managers with the availability of current employees, namely one person, require efforts through employee recruitment or skill development to the community. Based on the workload analysis (KEMENPAN, 2004), the workforce needs at Mr. Bey Tebat Lereh Meringang's homestay require additional employees for each field. One person as Reception and Room attendant concurrently as public area attendant: One person as kitchen management. Calculation of workforce needs based on workload with a task-by-task approach using the equation according to (KEMENPAN, 2004):

$$KP = \frac{\sum WPT}{\sum WKE} \times 1 \text{ person} \quad (1)$$

Remarks:

KP = Employee Needs

WPT = Task Completion Time

WKE = Effective Work Time

Based on the observations and the results of theoretical analysis, the author concludes that the time to complete the tasks of a receptionist, room attendant, and kitchen manager is different. Reception tends to only be on duty at the beginning of guests entering. Before guests leave, the room attendant is on duty from morning until afternoon, and the kitchen manager must prepare food from morning to night. From this analysis, the author divides 2 categories where 1 person can do reception and room attendant while the other does kitchen management. With the following calculations :

$$KP = \frac{7 \text{ hour}}{8 \text{ hour}} \times 1 \text{ person}$$

KP = 0.87 person (rounded up to 1 person) for Reception and Room attendant jobs concurrently as public area attendants.

The same goes for the kitchen manager. Calculation as follows:

$$KP = \frac{6 \text{ hour}}{8 \text{ hour}} \times 1 \text{ person}$$

KP = 0.75 people (rounded up to 1 person) for kitchen management work.

Homestays in Tebat Lereh Meringang Rural villages should be managed by two workers, one of whom works as a receptionist and the other as a cleaner in both rooms and public areas. As the kitchen manager, it is also handled by 1 worker to prepare breakfast, lunch, and dinner. This applies to guests who stay according to the standard of 2 people per room, and the number of rooms in each homestay is 2 rooms. This will be different if the homestay has more than 2 rooms and is occupied by more than 4 guests.

Second, the results of observations about the physical condition of homestays focus on home factors such as cultural values, hospitality, services, and home security.

### Architecture of Ghumah Baghi



**Figure 1.** Architecture and Interiors of Ghumah Baghi  
Source: Researcher, 2023

Dozens of houses have an interesting architecture in Tebat Lereh tourist village. Geographical characteristics located at a radius of 13 km from Pagar Alam City and 26 km from Mount Dempo, have an area of 8.67 hectares with an average altitude of 950 meters above sea level, making the Tebat Lereh rural village area identical to the rural atmosphere in the highlands. The settlement pattern is centralised and circular (Arios, 2014). The Tebat Lereh rural village is surrounded by terraced rice fields, often resulting in stunning natural panoramas. The characteristics of the house in Tebat Lereh rural village are in the form of a home on stilts as a characteristic of the Basemah Malay community called Ghumah Baghi (Ibnu et al., 2023). The Basemah Malay tribe is a Malay-Indonesian people spread across the highlands of Southwest Sumatra (McDonnell, 2008, 2016).

Ghumah Baghi construction is a demountable construction resistant to earthquakes (Ibnu et al., 2023). Ghumah Baghi is a symbol of existence in the culture of the Besemah people, who have meaning in every form created (Wijaksono et al., 2020). The potential of baghi houses in Tebat Lereh Village aligns with today's tourism trends. (Maya Fitri Oktarini, 2022) Understanding the architectural form and construction of buildings, using local building materials, and introducing the local environment shows the potential of traditional architecture in various aspects of built environment development, including tourism. The existence of Ghumah Baghi in Tebat Lereh Meringang Rural village is a critical factor in the development of homestays as a strategy for improving the community's economy.

In this context, it is necessary to strengthen the quality of human resources in managing Ghumah Baghi's uniqueness as an attraction. First, based on the existing problems, the strategy is to prepare employees for each homestay in Tebat Lereh Meringang Rural village based on the workload, namely two personnel per house. The skills required are reception and room attendant as well as food management. Improving these skills requires ongoing coaching and training. Formulate a pattern of cooperation with credible parties such as the Hospitality Association, Educational Institutions such as the Palembang Tourism Polytechnic, and institutions that focus on human resource capacity building. Second, it is necessary to strengthen local literacy for the Tebat Lereh Meringang Rural village community, especially for homestay managers. It is improving English language skills (Ayuningtyas, 2021) with the skill of concocting words into meaning (storytelling) (Bury, 2020; Jo et al., 2022; Kim et al., 2020). When guests are in the house, there is a transfer of quality information about the potential and history of the locality. This step is expected to create an impression on guests (Thanvisitthpon, 2021).

This research is limited to the existing conditions of employees who manage homestays and observation of the physical form of homestays in the research location. Future research is needed to achieve more general goals. An in-depth analysis of the quality of service of homestay managers in Tebat Lereh Meringang Rural village on the motivation and interest of tourist visits is needed. In addition, the research was only limited to one homestay



business, namely Mr Bey's homestay. A study involving many samples as informants in the village is needed to produce more comprehensive findings.

## CONCLUSIONS

The availability of several human resources in the management of Mr Bey's homestay in the rural village is one person. One person has multiple roles, such as reception, room attendant, and kitchen manager. Labour is needed at the homestay in Tebat Lereh Meringang, and additional employees are required for each field. One person as a Reception and Room attendant doubles as a public area attendant: One person as kitchen management. The strategy is to prepare employees for each homestay in Tebat Lereh Meringang Rural village based on the workload, namely, two personnel per house. The skills required are reception and room attendant as well as food management.

The existence of Ghumah Baghi in Tebat Lereh Meringang Tourism Village, excellent geographical conditions in the highlands, the charm of local culture (Basemah Malay community), and the diversity of natural landscapes are critical factors in the feasibility of homestay development in improving the community's economy. So, it is necessary to strengthen local literacy in the Tebat Lereh Meringang Rural village community, especially among homestay managers. It improves English language skills by mixing words into meaning. Continuous coaching and training are needed to improve these skills. We are formulating cooperation patterns with credible parties such as the Hospitality Association, Educational Institutions such as the Palembang Tourism Polytechnic, and institutions focusing on human resource capacity building.

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