

**ARE THE LOCAL COMMUNITIES READY IN MANAGING HOMESTAYS? A CASE STUDY IN PULISAN VILLAGE, LIKUPANG, NORTH MINAHASA REGENCY, INDONESIA**

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**Abstract**

*Since 2019, Indonesian government has launched the development of a Special Economic Tourism Zone which consists of 8 areas with their own uniqueness and priority scale. One of them is Likupang, where this area is included in the super priority scale. The fundamental change is infrastructure assistance in the form of houses to be used as homestays. In addition, the government also encourages educational institutions and the hospitality industry to provide homestay management training to local communities. However, with the assistance of homestay facilities and the training provided, have you guaranteed that the local community is ready to manage the homestay business? The purpose of this study was to examine the readiness of the community in managing homestays. The research method is descriptive with data collection techniques through surveys to the recipients of homestay facilities and training as many as 73 families. The results of the study that the community's readiness to manage can be seen from three indicators, namely knowledge, skills and attitudes, showing that the community is not fully confident in managing homestays, they still need to get assistance even though there are so many trainings and workshops provided by various tourism education institutions and the hospitality industry.*

**Key words:** *local communities, managing homestay, pulisan village, likupang*

**JEL Classification:** *Please put one or several JEL codes, according to the subject of your paper. The codes can be found here: [http://www.aeaweb.org/journal/jel\\_class\\_system.html](http://www.aeaweb.org/journal/jel_class_system.html).*

**I. INTRODUCTION**

Currently, tourism is a central component in the development of the world economy and is one of the main sources of state income for progress and development (Costa, 2017; Mason, 2015). The contemporary tourism market offers a variety of cultural, social, technological products, experiences and nature for leisure and business. It has become a solid foundation for sustainable development in many regions of the world (Turner & Freiermuth, 2016).

In Indonesia, tourism has become a strategic sector, where as a medium of integration between various development sectors, so that tourism is set to be a development priority in Indonesia through the development of tourist villages. According to Lane (2009), pure rural tourism is defined as a type of tourism located in rural areas. If one wishes to describe

a vacation as rural tourism, the following characteristics should be included in the vacation. Must: (1) be placed in a rural area, (2) feature rural tourism based, (3) have small-scale buildings and settlements, (4) be connected with local communities and their families, (5) be village and small town based, (6) is a complex of economic, environmental and historical patterns (Lane, 2009). In Indonesia, there are 74,954 villages (Kepmdagri 050-145/2022), and currently, around 3419 villages are being developed into tourist villages. (<https://apkasi.org/nasional/daftar-50-besar-anugerah-desa-wisata-indonesia-adwi-2022/#>)

The number of villages that have been developed as tourist villages has resulted in increasingly fierce competition for tourist villages in Indonesia. Being able to create village tourism to develop and compete in a healthy manner, it requires the role of all stakeholders to build a sustainable village

development tourism model (Reynaldi, 2018; Purnomo.et.al, 2020). In addition to having a positive impact on destination tourism, tourism development is also detrimental to tourism. If this is not managed sustainably, tourism will harm local communities, damage the natural environment, and unfair economic competition. Tourism development should be built on stable steps. Good tourism development has two concepts, namely the protection of the environment and its natural resources, and the second is the protection of social heritage. So, stable tourism must be implemented with clear policies guaranteeing the right steps in a comprehensive development (Bazneshin, Hosseini, & Azeri, 2015).

## II.LITERATURE REVIEW

### Special Economic Zones for Tourism (Tourism SEZ)

The model of the tourism development approach depends on the government policies of each country. In Indonesia, tourism development is determined by region by prioritizing the unique potential of each region which will later become the identity icon of the region. Special economic zones for tourism are: Tourism zones are designated for tourism business activities to support the implementation of entertainment and recreation, meetings, exhibitions and related activities. Indonesia has natural wealth with a variety of world-class natural tourist attractions. These natural tourist attractions include ecotourism, marine, small islands and lakes and mountains scattered throughout the area that have the potential to be developed. The high and diverse cultural wealth is also a very high potential to be preserved through tourism development.

The main interest of tourists coming to a tourism destination is also driven by the attraction of cultural tourism with richness such as customs, historical and ancient relics, arts, monuments, ceremonies and other cultural events. The plurality of the Indonesian nation is supported by the friendliness of its population, which is a huge potential in increasing tourism. SEZ is expected to become an integrated tourism object (integrated area tourism) between nature tourism, cultural tourism to MICE tourism (MICE and events tourism). (<https://kek.go.id/kek-pariwisata#>).

In the last three years, the central government has launched the development of a Special Economic Tourism Zone which consists of 8 areas with their own uniqueness and priority scale, the eight areas are (1) Mandalika in NTB, (2) Tanjung Kelayang in Bangka Belitung, (3) Likupang in North Sulawesi, (4) Tanjung Lesung in Banten, (5) Singhasari in Malang, (6) Marotai in Maluku, (7) Nongsa in Batam, and (8) Lido in West Java. Of the 8 special areas, only two are

included in the super priority scale in their development, namely Mandalika and Likupang.

The Likupang Special Economic Zone has an area of 197.4 ha (one hundred ninety seven point four hektars) located within the Likupang Timur District, North Minahasa Regency, North Sulawesi Province with the following boundaries: (a) the north is bordered by the Celebes Sea; (b) the east is bordered by Kinunang Village, East Likupang District; (c) the south is bordered by Pulisan Village, East Likupang District; and (d) in the west it is bordered by the Sulawesi Sea and Marinsow Village, East Likupang District. (Government Regulation of the Republic of Indonesia Number 84 of 2019).

### Homestay

Homestay is a resident's house where one of the rooms is rented out to guests on a certain time scale to learn about a local culture or certain activities. Ministry of Tourism (2016:56) in Fandira, D. R. (2020). Meanwhile, Lasibey (2020), divides homestays into two groups, namely (a) Homestay Pondok Wisata is a lodging service business for the public with daily payments made by individuals by using residential buildings occupied by the owner and partially used for rent by providing opportunities for tourists. to interact in the daily life of the owner” and (b) Homestay Rumah Wisata is included in the category of providing other short-term accommodation such as: Bungalows, cottages etc.

Provision of accommodation in the form of house units with archipelago architecture in accordance with local culture and owned by individuals, communities, Village Enterprise (*Badan Usaha Milik Desa / Bumdes*), and/or the government inside or outside tourist villages managed by local community groups with the aim of empowering the local community economy based on tourism. So, a homestay is a residence that provides one room for rent to guests which is managed by a private family or through a business managed by the village.

Several studies related to the development of destinations where the availability of accommodation infrastructure in the form of homestays is very concerned because it relates to the economic empowerment of local communities. The following are some studies that provide studies related to the development of homestays in tourist destination areas. Wityaningsih, & Yuliastuti, (2017) studied descriptively of 20 homestays in Pancoh Village, Sleman, where the results showed that most of the homestays did not meet tourism accommodation standards. Furthermore Susanti, et. al, (2021), provided a training study of 25 homestay owners in Muntei, Madobag and Matotonan villages, Mentawai, where homestay management has not been carried out properly and correctly such as cleanliness, room lighting must be sufficient and good, the availability of

washing and bathing facilities and latrines, and the availability of clean water.

The institutional management of homestays was also highlighted by Widyarningsih, (2020). In his research in Diro village, Sleman. It was found that the institutional aspects, tourism actors and managed products have not been well coordinated where tourists are not still confused when they are at tourist sites. Likewise, with research from Puspitasari, et. Al (2019), Wukirsari Tourism Village, Bantul, has the same problem, which is related to physical and environmental management, human resources, institutions, data, and promotion, where the professionalism of management by business actors is still not well coordinated.

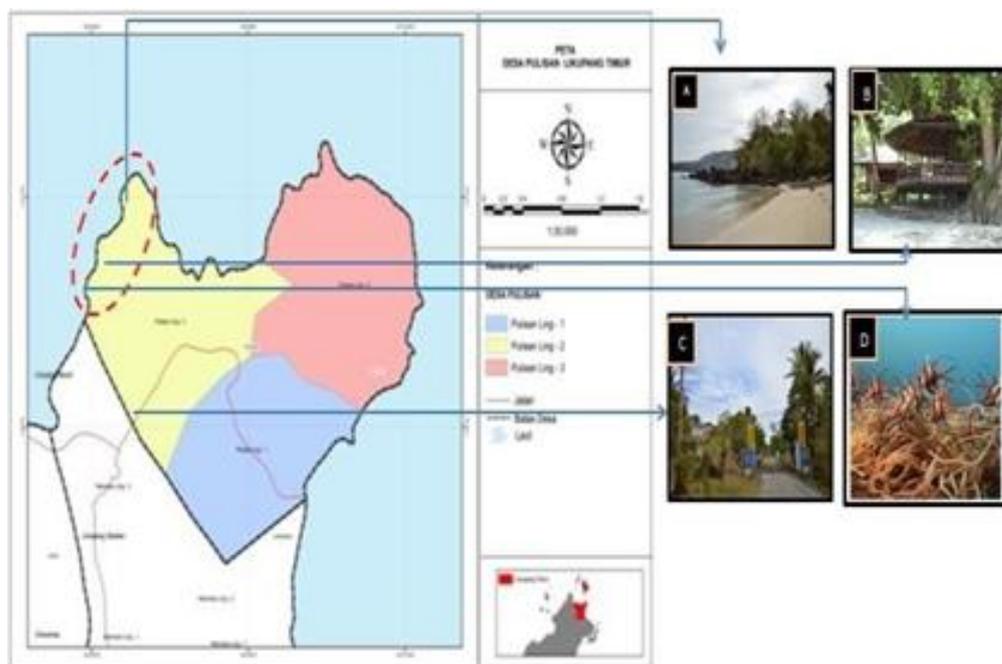
In contrast to Thapa, & Malini, (2017), Agyeiwaah, (2013), which evaluates guests who will stay, expectations and motivations. The results show that guests' desire to stay when at a homestay is a feeling of being at home', personalized service', 'a genuine local touch/willingness to immerse oneself in the local culture', and Safety & Security'.

From some of the results of these studies, that: (1) homestays have been built or provided with destination conditions that have grown, meaning that people understand a little about the existence of homestays, (2) the availability of homestays has been fulfilled in tourist destinations, and seen is the expectations of guests on the availability of homestays. which exists. Meanwhile, this is different from the research case in Likupang the Super Priority Destination. The development approach is also

different, society seems to be forced, without any introduction process with sufficient time duration, and evaluated. The approach is carried out simultaneously, where the conditions are defined areas, then infrastructure is provided, without educating the community's readiness regarding tourism acceptance. Education is carried out simultaneously with the development of homestay infrastructure. So this study aims to examine the readiness of local communities in managing homestays with the main indicators of knowledge, skills and attitudes, tourism actors (local communities) in serving guests who will stay at homestays.

### III.METHOD

The research was conducted in the Likupang Super Priority Destination area. In this area there are 3 villages, namely Marinsow Village, Pulisan Village and Kinunang Village. However, the choice of case study in this research is Pulisan Village, where (1). Namely a center for comprehensive infrastructure developments such as hotels and spas, restaurants and cafes, homestays and other infrastructure (2) Development of community homestays in this village. (3) The center of all festival activities in the village. That is the case study of choice in this research. This research is population in nature, by taking all respondent data as many as 73 respondents, this is the owner of a homestay in Pulisan village.



**Figure 1: Map of Pulisan Village**  
Source: Arc GIS 2010; 17, Thaib, et.al (2017)

The method of collecting data is through a survey by distributing questionnaires to homestay owners operating in Pulisan village. The variable measured in the questionnaire is management. Where the management in question is the readiness of the community in carrying out homestay operations which is seen from three indicators, namely: knowledge, skills and attitudes. Each indicator is presented in proportion using five points Likert scale (1 strongly disagree [SD], 2 disagree [D], 3 neutral [N], 4 agree [A], and 5 strongly agree [SA]).

#### IV.FINDING AND DISCUSSION

Likupang is included in the super-scale of development priorities which has an impact on changing the landscape of Tanjung Pulisan which is the central point of developing the tourism industry. In Likupang, there are three villages that have experienced changes in community housing facilities to become homestay houses or become guest houses other than community residences. The change is in the form of housing assistance with the design of a Minahasa house (the largest tribe in the northern part of the island of Sulawesi), (Towoliu, et.al, 2021, 2023). This assistance is given to people who are economically disadvantaged, given to those who have vacant land but some are also in the form of house renovation. This Minahasa model house is in the form of a house on stilts, so the concept of living is that local people or homeowners live on the ground floor while guests or tourists live on the second floor of the house when they are going to travel and live in tourist villages. According to data obtained from the Ministry of Public Works and Public Housing (PUPR), 253 homestays have three villages namely Pulisan, Marinsow and Kinunang.

Briefly, the origins of the people in Pulisan Village are residents who come from the Sangihe Islands, Siau, Tagulandang, where in 1936 they

migrated to Likupang and settled in a hamlet called Timbelang, which is at the northern tip of the island of Sulawesi. Pulisan by local people comes from the word Pulis, so called because there is a confluence of the two directions of the west and east winds, causing a whirlpool of sea water at every high tide and low tide. The sea vortex is named by the residents of PULISAN (Pulis=rotating).

The area of Pulisan village extends from south to north with an area of 802 hectares, with a tropical climate and located at an altitude of 200 meters above sea level so that Pulisan Village is a highland area in North Minahasa. The total population is 420 people with a composition of 200 men and 220 women. Pulisan Village is an agricultural village, where in the west there is fertile farmland. Then most of the people's livelihood is farming with crops such as: upland rice, corn, peanuts and coconut.

Pulisan Village's economic growth is very rapid, it is marked by the many financial transactions that occur in Pulisan Village due to the growth of trading businesses such as food stalls, food stalls, home industries, carpentry, transportation businesses and savings and loan businesses. The implementation of super priority destination areas by the central government contributes significantly to the economic changes of rural communities. The existence of various tourism events, as well as tourism infrastructure development plans in Pulisan village have boosted the village economy. A clear example is the increase in land prices around the area which is a real impact of the special Economic Zone policy. The last 3 years have seen changes in the community's housing infrastructure with the help of homestays for tourist accommodation.

Associated with the readiness of the community in managing homestays to support tourism in the Likupang area, the following are the results of a survey of 73 homestay business owners, using the population method, namely taking all beneficiaries from the central government.

**Table 1. Results of the Homestay Management Survey based on Knowledge, Skills and Attitudes**

Statement Description	No	SD	D	N	A	SA
		%	%	%	%	%
<b>Knowledge:</b>						
Understand the homestay with all its accessories	73	0.0	0.0	0.0	58.9	41.1
Understand planning homestay operations	73	0.0	27.4	0.0	38.4	34.2
Understand the attitude and behaviour of guests	73	0.0	0.0	27.4	38.4	34.2
Understand with service to guests	73	0.0	27.4	0.0	38.4	34.2
Familiar with homestay financial administration	73	0.0	27.4	0.0	50.7	21.9
<b>Skill</b>						
Able to provide guest room amenities	73	0.0	0.0	0.0	35.6	64.4
Able to provide bathroom amenities	73	0.0	0.0	0.0	16.4	83.6
Able to practice the cleanliness of the homestay room	73	0.0	0.0	0.0	61.6	38.4

Able to practice service upon guest arrival	73	0.0	0.0	0.0	46.6	53.4
Able to practice service when guests are at the homestay	73	0.0	0.0	38.4	61.6	0.0
Able to practice food & drink service procedures	73	0.0	0.0	46.6	53.4	0.0
Able to interact with guests	73	0.0	0.0	0.0	79.5	20.5
Able to provide information to guests	73	0.0	0.0	0.0	47.9	52.1
Able to maintain the cleanliness and tidiness of the homestay	73	0.0	0.0	0.0	42.5	57.5
Able to arrange homestay financial transactions	73	0.0	16.4	65.8	17.8	0.0
<b>Attitude</b>						
Able to accept guest requests	73	0.0	0.0	0.0	60.3	79.7
Able to hear guest complaints	73	0.0	0.0	37.0	28.8	34.2
Able to be friendly to guests	73	0.0	0.0	0.0	58.9	41.1
Able to act quickly on guest requests	73	0.0	0.0	0.0	64.4	35.6
Able to give attention to guests	73	0.0	0.0	0.0	42.5	57.5

Source: processed data

From the survey results, it can be seen that on average the three indicators measured, namely Knowledge, skill and attitude, show positive answers where respondents answered agree, that they understand, and are able to carry out the statements submitted in the questionnaire. However, there are several sub-descriptors that also show that respondents are unsure of the knowledge, skills and attitudes they have through the training process and workshops provided by educational institutions so far.

In the very clear knowledge indicator, there are still doubts and even fears about the knowledge possessed in answering statements related to (1) how to plan a homestay business, (2) understanding of guest attitudes and behavior, (3) guest attitudes and behavior, and (4) financial administration process. Then on the skill indicator, there is doubt about the statement (1) ability to provide services including food and beverages, and (2) technical related financial transactions. Meanwhile, on the respondent's attitude of doubt indicator, there is a statement of the ability to receive complaints from guests.

From the results of interviews with the village government and with several homestay managers, it is recognized that there are still fears and worries about managing the homestay, including how to deal with guests, especially foreign guests, because of culture, then how to respond when a guest complains, and no less important is the issue of financial management. They admit that the training and workshops provided by several educational organizations as well as from the hotel industry are very detailed, it's just that the weakness is when the guest is at home sometimes, they are confused and hesitant in serving guests. Currently, it is no longer the training expected by the homestay management community, they hope that there will be assistance after the training provided. And the obstacle faced by the participants was the lack of intense assistance after the training/workshop they had received so far.

Sugandi, et al. al 2020 discusses community-based homestays located in Lombok where the emphasis is on institutional strengthening, improving the quality of local human resources, and digitalization systems in villages and online promotion. The quality of human resources is not emphasized specifically, what are the weaknesses. Then Berybe, et. al (2021), more specifically discusses the problem of homestay managers who lack confidence in interacting with guests, and the weak use of foreign languages, as well as awareness of sanitation and hygiene. They have an advantage where the quality service factor. However, there is a contradiction between awareness of services and the importance of sanitation and hygiene. Whereas sanitation and hygiene are also part of the service that must be provided to guests.

Furthermore Azwar, et.al (2020, August) they are more important in homestay management training, identifying community houses that are worthy of being homestays and making homestay pilots. The treatment is that the community has a little understanding of tourism, so the process is easier to be given further training. Junaid, I. (2021), it is more important for public awareness to take advantage of opportunities for tourist visits to villages by using community houses to serve as homestays.

It is very different from the homestays in Likupang village and its surroundings, where on average the homestay buildings owned are special assistance from the central government, to people whose homes are included in the special tourism economic zone. People who previously did not understand tourism with a livelihood as farmers and fishermen suddenly have to change their way of thinking with new work patterns by taking advantage of opportunities to interact with tourism activities. This is the main difference with the cases of previous research. So, the results of the research obtained, it is surprising to see that there are still doubts about the knowledge, skills and attitudes possessed even though they have been given and workshops related to

homestay management.

## V. CONCLUSION

From the results of the study, it can be concluded that the management of homestays by local communities in Pulisan village is still not optimally ready to be managed, considering that there are still fears and doubts seen from the three main indicators, namely knowledge, skills and attitudes. So many trainings and training workshops have been obtained by local communities in Pulisan Village, from various educational institutions and even from the hospitality industry, but they have not fully increased people's confidence in managing homestays. The community needs assistance after training (ATS = After Training Supported). In addition, there is a need for financial

literacy for local communities in managing the homestay business. The focus of this research is the evaluation of local communities in the management of homestays, so further research needs to evaluate the responses of guests/tourists regarding the management of tourism and homestays in super priority destination areas. Then the research location was expanded to two other villages, namely Marinsow Village and Kinuneng Village, which are also part of the Likupang Destination Super Priority (DSP) Area.

**ACKNOWLEDGMENT**, the authors highly appreciate the Ministry of Education, Culture, Research, And Technology research institution in State Polytechnic of Manado which funded this research.

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