Homestay Management Training to Empower Homestay Owners of Bendosari Village, Kendal District

1st Ngasbun Egar
English Education Study Program
(Universitas PGRI Semarang)
Semarang, Indonesia

2nd Fitri Yulianti
English Education Study Program
(Universitas PGRI Semarang)
Semarang, Indonesia

3rd Siti Musarokah
English Education Study Program
(Universitas PGRI Semarang)
Semarang, Indonesia

4th Donny Anhar Fahmi
English Education Study Program
(Universitas PGRI Semarang)
Semarang, Indonesia

Abstract—The community service program which is homestay management training aims at empowering the homestay owners of Bendosari Village, Kendal District, Central Java. The program was conducted to support the development of the tourism village which exists there. This program also has purpose to improve the knowledge of the homestay owners in managing the homestay. Therefore, the program was very important to be held. The methods used in the training were lecture, question and answer, and discussion. The output of this program is that the owners of the homestay can understand how to manage the homestay which they have well.

Keywords—Empowering, homestay owners, homestay management, management training

Therefore, empowering the society by giving them training in managing the homestay are then really needed. Sastrayuda (2010) states that the effort in developing tourism village can be done by maintaining the characteristics and identities of the village; involvement or participation of the local society, quality of rural tourism products, and fostering the groups of entrepreneurs can also be the other efforts in developing sustainability of the tourism village. Moreover, Dalimunthe (2019) in his result of the study states that there are some strategies in marketing homestays. One of them is by improving the quality of the service. Therefore, empowering the community of the tourism village becomes the important thing in because it aims at not only developing tourism village itself but also make them independently alive. It is in line with Cholisin (2011) who states that the purpose of community empowerment is to enable and make community independent, especially from poverty and backwardness or inequality or powerlessness.

The output targets of the community service program are that (1) the owners of homestay in Bendosari Village have an understanding in managing the homestays and (2) the owners of homestay in Bendosari Village have an understanding that the existence of homestays is really important to support the development of the tourism village.

I. INTRODUCTION

Bendosari village which is located in Kendal District is one of villages which has a tourism attraction, namely Curug Jeglong (Jeglong waterfall). Because of the existence of Curug Jeglong which is a tourism destination in Kendal District offering some beautiful views, it makes Bendosari village is visited by many tourists both domestic and international ones.

Besides having a tourist attraction, that is Curug Jeglong, Bendosari village also has a carrying capacity that is community who want to develop themselves. One of them is homestay owners who are starting to rise to become the part of the development of Bendosari Village as Edu-green Tourism Village. However, their capability in managing their own homestay is still very limited. It means that they manage their homestay rudimentary, and they have the low understanding in managing their homestays in terms of promotion, managerial and homestay maintenance and care. In addition, they also have not known that their homestays have an important role for developing the tourism village. Whereas the existence of a homestay they have really support the development of Bendosari Village as a tourism village as stated by Berdesa (2015) which states that homestay is one of the important supporting facilities in the management of a tourism village.
II. METHOD

The Homestay Management Training for Homestay Owners in Bendosari Village, Plantungan District, Kendal Regency was held on April 25, 2019. The participants in this training activity were Homestay owners in Bendosari Village, Plantungan District. This activity aims to equip homestay owners how homestays should be managed which includes promotion, managerial and homestay maintenance and care. The training also aims at equipping the homestay owners that the existence of a homestay they have really support the development of Bendosari Village as a tourism village. The methods used in this training are lecture, question and answer, and discussion. The materials presented in this training activity were the Importance of Homestay in Supporting the Development of Tourism Villages, Managing the Homestays, How to Promote the homestays, and homestay maintenance and care.

III. RESULTS AND DISCUSSION

The Homestay Management Training was conducted in a day. There are some materials delivered in the training.

The first material was the Importance of Homestay in Supporting the Development of Tourism Villages. In delivering the material, the speaker highlighted that one of some ways to develop the tourism village is by developing homestay in the area of the village. The methods used in this activity was by lecturing, discussion and question and answer. The second material was homestay management. The material was given to equip homestay owners how homestays should be managed. The methods used in the first material are lecture, discussion, and question and answer session. In the first session, the material was explained by a member of the team. While he was explaining the material, the participants were given a chance to ask questions related to the material. At the end of the session, participants together with the team summarized what they had learned.

The third material is related to promotion of homestays. In this material, the speaker, the other team member, explained the forms of the promotion that they should make. One of them was by making tour packages with various choices.

The last material was homestay maintenance and care. In delivering the material, the other member of team explained how to maintain and keep care the homestays. One of the discussions is that the homestay should be clean and kept away from the animals.

The output produced in this training is that the understanding of the trainees, in this case, the homestay owners of the importance of homestay in developing Tourism Village improves. In addition, they improved their understanding on how homestay space should be arranged and also the types of homestays that might be developed in Bendosari Village, Plantungan District, Kabupaten Kendal also improves. The homestay owners can also improve their understanding in promoting, maintaining and caring the homestays. These can be seen when the speakers entice participants to answer or respond to the question of the speakers that they are able to answer the questions of the speakers well.

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Picture 1. Homestay Management Training
The follow up of this training program was by launching homestays in Bendosari Village officially. It was launched by the Head of LPPM UPGRIS on August 22, 2019. On the launch, 20 owners of homestay joined the agenda.

The second follow up activity was conducting a comparative study to several homestays in Lerep Tourism Village, Ungaran, Central Java which already have good management methods and become pilot homestays in Central Java. The comparative study was conducted on September 12, 2019. There were 22 homestay owners joined the activity. There they learned and got description how Lerep Tourism Village managed the homestays.

IV. CONCLUSION
In conclusion, there are some series of activities of Homestay Management Training that were conducted including the training itself, the launching homestays in Bendosari Village, and the comparative study in Lerep Tourism Village.

V. SUGGESTION
It is suggested that all components in Bendosari Village should have the same perception that they have the same purpose to develop Bendosari Village as the Edu-Green Tourism Village.

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