

# HOMESTAY AS A PILLAR OF COMMUNITY-BASED ECONOMY: A COMMUNITY EMPOWERMENT STUDY IN KANAGARIAN TABEK PANJANG

Hendri Azwar<sup>1\*</sup>, Feri Ferdian<sup>2</sup>, Pasaribu<sup>3</sup>

<sup>1,2</sup> Program Studi S2 Pariwisata, Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

<sup>3</sup> Program Studi D4 Manajemen Perhotelan, Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

e-mail: hendriazwar@fpp.unp.ac.id

## Abstract

Nagari Tabek Panjang, located in Baso District, Agam Regency, is a village rich in tourism potential, encompassing natural, cultural, and artificial attractions. However, low tourist visitation remains a significant challenge. One contributing factor is the absence of derivative products from homestays that could serve as attractions to extend tourists' length of stay. Therefore, it is essential to develop homestays by utilizing local community houses and traditional houses near tourist attractions. This community service activity aims to facilitate the residents of Nagari Tabek Panjang in acquiring knowledge and skills to manage homestays and develop tourism packages. Consequently, it is expected that tourists will be encouraged to stay longer. Activities conducted include training on introducing homestays as part of Community-Based Tourism (CBT) and training on developing derivative homestay products. These outcomes are expected to support tourism development and enhance the local economy in Nagari Tabek Panjang.

**Keywords:** Local Community, Homestay, Community Based Tourism

## INTRODUCTION

Homestay is a residential house where some rooms are rented out to guests for a certain period of time to learn about the culture of the local community (Tenda, et al., 2022). The building utilizes the community's house and is directly managed by the community, so that tourists can see directly and learn about community life and be managed by the community (Alwidri, 2023). Then Wutoy and Nugroho (2022) emphasized that knowledge is needed for the community in managing homestays with the Community-Based Tourism (CBT) system so that it can provide satisfaction for tourists. Community-Based Tourism (CBT) which is one of the bottom-up approaches where the community is more active and participates more in tourism development (Azwar, et al., 2023).

The understanding of community-based tourism is closely related to local economic development because it does not only discuss tourism as a sectoral element but also discusses empowerment (Siregar, 2021), where the empowerment of all stakeholders involved, especially local communities (Dolezal & Novelli, 2022). In addition, Yusri (2023) argues that increasing the ability of local communities to create better products and fostering tourism industries and business activities on a local scale. One of the areas that is a tourist destination to be developed in Agam Regency is Nagari Tabek Panjang (Suci, 2019). Nagari is located in the Baso Sub-District; geographically, Nagari Tabek Panjang is between 0° and 3° LS, 100.28 ° BT, with an area of 19.19 km<sup>2</sup> at an altitude of 800-900 m above sea level. Administratively the Government of Nagari Tabek Panjang is bordered b

1. North : Nagari Koto Baru, Salo dan Simarasok
2. South : Nagari Koto Tinggi
3. East : Nagari Padang Tarok
4. West : Ampek Angkek dan Canduang Sub-district

Nagari Tabek Panjang consists of 3 Jorong. Namely: Jorong Baso, Jorong Tabek Panjang, and Jorong Sungai Janiah. Judging from the potential of each Jorong, Nagari Tabek Panjang has the opportunity to be developed as a transit, tourism, trade, and agriculture area. This is due to its strategic position as the Agropolitan Hitterland area of Agam Regency and the triangle of Payakumbuh, Batusangkar, and Bukittinggi. Map of Nagari Tabek Panjang Nag. Koto Baru & Salo Nagari Simarasok Kec. IV Angkat Cultural tourism in Nagari Tabek Panjang is not yet so outstanding because it has not been optimally managed, whose development needs to be further managed. This cultural tourism is Nagari Koto Tinggi.



Figure 1. Location of Community Service in Kangarian Tabek Panjang

Currently, the canagarian seeks to develop the tourism sector, which is one of the leading sectors as the economic support of Nagari Tabek Panjang because it has many potential attractions supported by its natural beauty, including: 1. Nature Tourism Tourism objects that exist due to natural formation and are supported by beautiful views, such as the Sungai Janiah Sakti Fish pond, Bukik Batanjua, Ngalau Tarusan, and Aia Luluhi in Jorong Sungai Janiah. Ngalau Baso tourist attraction, Embung (puddle) Luhuang, Kapai, Padang Bunta, and Tabek Ujuang. 2. Special Interest Tourism Along with the increasing public interest in tourist attractions that present adventures and challenges, this sector really needs to be developed. Nagari Tabek Panjang has several potential places for this special interest tourism, such as the rock climbing arena located on Bukit Jolang Sungai Cubadak, Bukik Batanjua Sungai Janiah, and Ngalau Baso in Baso. 3. Cultural Tourism such as the Nagari children's art of Randai, Gandang Tigo, pupuik batang padi, sewah dance, tambourine, all of which symbolize the identity and pride of a Nagari. Despite the potential of various tourist attractions in Kanagarian Tabek Panjang.

The issues faced in the development of homestays in Tabek Panjang Kanagarian are as follows: First, the number of homestays available is still very limited, and the local community does not understand how to manage homestays according to standards. In addition, the lack of understanding of the concept and benefits of homestays as part of community-based Tourism (CBT) products is a challenge. Communities also have limited business management, marketing, and customer service skills to manage homestays effectively and sustainably. The absence of quality standards and best practices in homestay management results in uncertainty in providing a satisfactory experience for tourists. In addition, the lack of coordination between homestay owners and local government, educational institutions, and other related parties hinders the development and guidance of homestay management in Kanagarian Tabek Panjang. In addition, there are no homestay derivative products in the form of community-based tour packages that can encourage tourists to stay longer in Nagari Tabek Panjang. Another problem faced is the lack of support from customary leaders in supporting the development of CBT products, especially in the development of homestays. Therefore, the collaboration between universities and the community diharapkan mampu memberikan solusi terhadap pengelolaan dan pengembangan pariwisata di Kanagarian Tabek Panjang.

## METHODS

The implementation of this community service is carried out in collaboration with partners and uses several methods. The implementation methods carried out are as follows:

1. Analysis of community conditions  
To achieve ideal conditions, it is necessary to analyze the conditions of the community around the service area. The first thing to do is to map the characteristics of the local community. After that, determine several places that can be used as homestay development.
2. Training program implementation  
This method is used to increase the knowledge and skills of local communities in managing homestays and making homestay derivative products in the form of CBT tour packages. The topics that will be presented are:
  - a. Getting to know homestay derivative products in Tabek Panjang Canagarian Training
  - b. Analyzing the potential of tourism products in Kanagarian Tabek Panjang based on three Jorongs
  - c. Practice of making community-based tour packages as a derivative of homestay products

3. Demonstration and assignment method

This method is that the local community is divided into groups, then assigned to identify houses that are worthy of being used as homestays. After that, the community, and the service team together in making management of the homestay management by forming a work system in managing a homestay. After that, the community will prepare tour packages in each homestay.

4. Mentoring

Mentoring is carried out related to management activities, homestay developments and making tour packages in Nagari Tabek Panjang. The community service team provides guidance starting from the beginning of identifying potential houses to be used as homestays and making tour packages based on the potential of each Jorong carried out by the local community. It is intended that the knowledge and skills acquired by the community are in accordance with the same qualifications in each homestay that will be developed, especially in the tourist destination environment.

## RESULTS AND DISCUSSION

The first training in the community service program in Nagari Tabek Panjang focused on the introduction of homestay derivative products as part of the development of Community-Based Tourism (CBT). This training was designed to increase the community's understanding of the potential of homestays not only as accommodation but also as a component capable of creating a holistic tourism experience through the development of community-based tour packages. During the training, participants were provided with materials covering the basic concepts of CBT, homestay management, as well as steps to create derivative products such as cultural tours, local culinary experiences, and tradition-based tourism activities. As a result, the community began to realize that the existence of homestays can be the driving force of the local economy if supported by attractive and relevant products for tourists.

In addition, the training also succeeded in encouraging the community to be more active in utilizing local potential as a tourist attraction. Some participants began to identify the richness of local culture and traditions that can be integrated into tour packages, such as performing arts, handicrafts, and traditional agricultural practices. This increase in skills and knowledge is expected to not only be able to extend the stay of tourists in Nagari Tabek Panjang, but also have a positive impact on the economic empowerment of the community. By utilizing traditional houses as homestays and developing community-based tourism activities, Nagari Tabek Panjang has a great opportunity to strengthen its position as a leading sustainable tourism destination.

The second training in the community service program in Nagari Tabek Panjang focused on analyzing the potential of tourism products in three jorongs in the region. In this training, participants were taught methods of identifying and analyzing tourism potential covering natural, cultural, and man-made aspects in their environment. This activity involved an in-depth exploration of local assets, such as the beauty of natural landscapes, cultural heritage, traditional arts, and man-made infrastructure that could potentially be optimized as tourist attractions. This analysis process motivated the community to be more proactive in utilizing local uniqueness as a competitive advantage in the tourism sector. With this approach, the training succeeded in building community awareness of the importance of preserving and managing local potential to support tourism development.

The training also provided strategic insights on integrating local potential into homestay tour packages to create diverse and engaging tourism experiences. Participant identification results showed opportunities to develop farm-based tours, cultural arts experiences, and the organization of community-based traditional events. This step is expected to enrich the tourism portfolio in Nagari Tabek Panjang and increase the attractiveness for tourists to extend their visit. Overall, this training not only contributes to the diversification of tourism products, but also plays a role in supporting local economic growth in a sustainable manner through empowering the community as the main actor in community-based tourism development.

The third training in the community service program in Nagari Tabek Panjang focused on hands-on practice of making community-based tour packages as a derivative of homestay products. Participants are trained to develop attractive tour packages that are integrated with local potential, including natural, cultural, and artificial tourism in the region. The training process includes identifying the main elements that can become tourist attractions, designing itineraries, and promotion

strategies. With this practical approach, participants are expected to produce tour packages that are not only attractive to tourists, but also in harmony with local wealth, thus creating an authentic and memorable tourism experience.

In addition, the training involved intensive discussions with various parties, including tourism actors, nagari administration, and traditional leaders, to determine the flagship products that would become the tourism identity of Nagari Tabek Panjang. This discussion aims to ensure that the tour packages developed reflect local cultural values and are acceptable to various elements of society. The results of this training are expected to be able to extend the stay of tourists while increasing the competitiveness of the destination. With this ability, the community can optimize tourism potential to support sustainable local economic growth, while strengthening the role of the community in community-based tourism management. Here is the documentation of the activities that have been undertaken:



Figure 2. Community Service Implementation Activities in Kanagarian Tabek Panjang

## CONCLUSION

This article highlighted the development of homestays in Tabek Panjang Kanagarian as part of Community-Based Tourism (CBT). Homestays provide an authentic experience by involving local communities in management. However, challenges such as lack of management and coordination skills limit their potential. With training and mentorship, the community is equipped with the ability to manage homestays and develop nature-based, cultural and special interest tour packages. Collaboration between universities, communities and the government is needed to maximize the tourism potential of this area. Good homestay management can boost the local economy while creating memorable tourism experiences for visitors.

## SUGGESTION

The development of homestays in Kanagarian Tabek Panjang requires a strategic approach CBT. Intensive training for the community on homestay management, marketing and customer service is recommended. In addition, the preparation of community-based tour packages can increase the attractiveness of the destination. Collaboration between the government, universities and traditional leaders is needed to provide continuous assistance. Utilization of local potential, such as natural and cultural tourism, should also be optimized to create an authentic tourism experience while supporting the local economy.

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