

LOCAL COMMUNITY EMPOWERMENT IN ENHANCING THE QUALITY OF HOMESTAY AND CULINARY MANAGEMENT IN KAMPUNG ADAT BALAI KALIKI PAYAKUMBUH CITY

Hendri Azwar¹, Anni Faridah², Elida³, Feri Ferdian⁴, Retnaningtyas Susanti⁵

^{1,2,3,4,5} Program Studi S2 Pariwisata, Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang
e-mail: hendriazwar@fpp.unp.ac.id¹

Abstract

This community empowerment program focuses on enhancing the quality of homestay and local culinary management in the Balai Kaliki Adat Village, Payakumbuh City, West Sumatra. Despite its rich cultural heritage and tourism potential, the village faces challenges in the standardization of homestay facilities, culinary innovation, and community awareness of cultural hospitality standards. The program implemented participatory training, technical assistance, and collaborative approaches with academic and government partners to advance sustainable community-based tourism. Key outcomes include improved homestay management skills, innovative local culinary products, and strengthened multi-stakeholder cooperation, contributing to cultural preservation and economic growth. This study offers a replicable model for integrating cultural values and community participation in rural tourism development.

Keywords: Homestay Management Skills, Innovative Local Culinary Products

INTRODUCTION

The traditional settlement of Kampung Adat Balai Kaliki in Payakumbuh City, West Sumatra, represents a distinctive cultural-heritage site with substantial potential for community-based tourism (CBT) development. The village is recognized for its iconic Rumah Gadang architecture and customary spaces — such as the Medan Bapaneh as the customary center which collectively reflect the cultural identity and historical legacy of the Minangkabau people (Ermayanti et al., 2023). Positioned strategically along the transportation corridor between West Sumatra and Riau, Balai Kaliki serves as a vital gateway, amplifying its prospects as a significant destination for cultural and heritage tourism (Indrizal et al., 2024).

Despite this great potential, the management of homestays and local culinary offerings remains suboptimal. Several studies show that many traditional houses, including the Rumah Gadang, suffer from inadequate maintenance and under-utilization as homestay accommodations due to fragmented management by multiple clans (Ermayanti, 2023). Furthermore, there is a prevailing deficiency in culinary innovation and marketing of Minangkabau specialties despite their strong cultural value which limits the area's appeal to broader tourist markets (Sumandi, 2024). These challenges highlight the urgent need to optimize tourism operations in a manner that attracts and satisfies visitors while preserving cultural integrity.

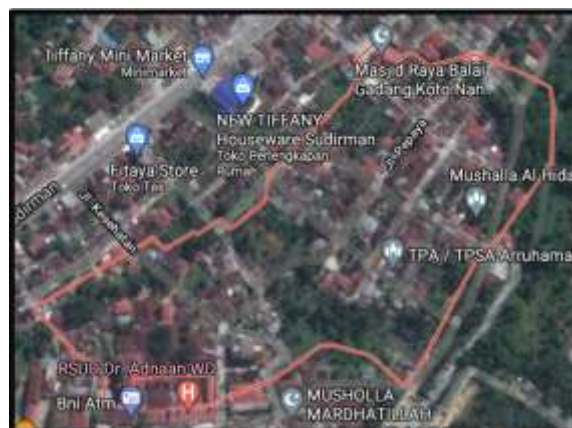


Figure 1. Balai Kaliki Traditional Village Area, Payakumbuh City

To address these issues, empowering the local community through skill enhancement and capacity building is essential. This entails comprehensive training in professional homestay management that integrates cultural values, culinary development focused on innovation while maintaining traditional flavours, and the promotion of multi-stakeholder collaboration involving government, academic institutions, local business and the community (Fitriaty, 2024). Programmatically, these measures aim to elevate facility standards, create exemplary homestays that reflect local heritage, and position Balai Kaliki as a model for sustainable community-based tourism.

Moreover, the initiative aligns with regional development policies emphasising cultural preservation and the improvement of tourism infrastructure. Local government policies such as the Payakumbuh spatial plan prioritise safeguarding and advancing the cultural landscape of Kampung Adat Balai Kaliki, reinforcing its role in socio-cultural and economic development. Embedding cultural education within tourism services fosters community awareness of their unique heritage, strengthens identity, and ensures tourism development that respects and sustains local traditions (Wijayanti, 2023; Azwar et al., 2025). In doing so, Kampung Adat Balai Kaliki stands to become not only a prominent tourist destination but also a vibrant centre for cultural learning and preservation.

METHOD

The implementation of the community empowerment program was conducted through a series of organized phases to ensure effective delivery and sustainable impact. These stages included:

a. Socialization

These sessions aimed to introduce the program to the community and build understanding and support among key stakeholders, this activity comprised:

1. Holding meetings with community leaders, homestay owners, and other relevant stakeholders.
2. Communicating the objectives, benefits, and expected outcomes of the program.
3. Disseminating information via social media, pamphlets, and group discussions.
4. Identifying potential opportunities and challenges that might arise during program implementation.
5. Compiling participant lists and conducting initial assessments of community needs related to the program

b. Training

This activity was designed to enhance community capacity in the cultural, economic, and facility management dimensions related to culturally-based homestay operations. Key activities included:

1. Conducting training on cultural homestay facility standards, hospitality, and digital marketing.
2. Involving experts in tourism and culinary fields to deliver practical and theoretical knowledge.
3. Organizing hands-on practices such as guest reception simulations and traditional culinary preparation.
4. Providing training materials in printed and digital modules for participant independent learning.
5. Facilitating interactive question-and-answer sessions and discussions to tailor training to local contexts.

c. Technology Application

The technology application phase aimed to integrate digital tools into homestay management to boost competitiveness and market accessibility. Interventions included:

1. Assisting the community in utilizing digital platforms for homestay promotion and reservation.
2. Encouraging the use of social media and tourism marketplaces to expand market reach.
3. Teaching homestay branding through logo design, simple website creation, and online marketing strategies.
4. Supporting the production of engaging digital content such as photos and promotional videos.
5. Providing training on financial management using simple applications to manage homestay finances effectively.

d. Mentoring and Evaluation

Ongoing mentoring and evaluation were conducted to ensure the program's implementation adhered to its plan and to identify challenges faced by the community. Activities involved:

1. Regular field visits to assess adherence to culturally-based homestay standards.
2. Providing individual and group mentoring on applying training outcomes.

3. Organizing forums to discuss obstacles and collaboratively seek solutions in homestay and culinary management.
 4. Conducting satisfaction surveys among participants and tourists to measure program impact.
 5. Preparing evaluation reports to guide continuous program improvements.
- e. Program Sustainability
- To maintain and develop the program's outcomes sustainably and serve as a model for other areas. This programi included:
1. Building cooperative networks with government, local communities, and tourism industry stakeholders.
 2. Promoting the formation of joint business groups to support ongoing homestay and local culinary ventures.
 3. Offering advanced training and ongoing mentoring to enhance community skills.
 4. Developing local regulations or policies supportive of culturally-based homestay management.
 5. Monitoring homestay and culinary progress periodically via online communities or regular meetings.
- f. Partner Participation
- The success of the program was supported significantly by the involvement of partners. The partner in this project was the Komunitas Adat Seni dan Budaya Minang Kabau Kampung Cagar Budaya Balai Kaliki Kota Payakumbuh. Their roles included facilitation of training and mentoring by providing locations and services, connecting homestay owners with tourists and travel agents, and organizing joint promotional activities to enhance homestay attractiveness. This collaboration was critical to ensure program effectiveness, broad impact, and long-term sustainability.
- g. Program Evaluation
- Upon completion, the program's effectiveness was evaluated based on several criteria: its success in addressing partner issues, efficient budget utilization, and continuity of mentoring beyond the program's active phase. Evaluation results were discussed collaboratively between the program team and partners to develop shared solutions for ongoing advancement and sustainability

RESULTS AND DISCUSSION

The initial training component of the community service program conducted in Balai Kaliki, with a focus on community empowerment initiatives implemented in Kampung Adat Balai Kaliki, Payakumbuh, has substantially strengthened local capacities in homestay management and culinary product development, consistent with recent evidence demonstrating that empowerment-oriented CBT programs significantly enhance community skills and readiness (Alhadi et al., 2023). Community participation throughout the training activities was notably high, indicating strong motivation, collective engagement, and a shared commitment to improving tourism-readiness. The transformation of homestay facilities reflects this progress: accommodations now incorporate enhanced cultural branding, standardized amenities, and hospitality practices aligned with the expectations of contemporary tourists, while simultaneously maintaining the authenticity of Minangkabau traditions. Culinary innovation modules further emphasized the redesign of presentation, packaging, and value-added features for traditional Minangkabau dishes, aligning with studies highlighting the role of culinary innovation in strengthening local creative economies (Lampe, 2025).

Collaborative efforts between community members, governmental institutions in West Sumatra, and academic partners have resulted in the establishment of a sustainable governance framework that promotes continuous development, knowledge exchange, and long-term capacity building—an outcome that resonates with recent findings that community-based heritage tourism requires multi-stakeholder governance to remain sustainable (Wijayanti, 2023). The demonstration homestay produced through the program functions as an exemplary model, showcasing how cultural wisdom, spatial heritage, and professional hospitality standards can be effectively integrated to support sustainable tourism. This initiative has gained broader visibility through media dissemination and academic publications, reinforcing the relevance of community-driven approaches in supporting the sustainable development of cultural tourism.

Despite these achievements, several challenges remain, particularly regarding the scalability of the model and the need for generational continuity in management roles. These issues highlight the necessity of providing ongoing training, institutional guidance, and strengthened organizational

structures to ensure long-term program sustainability, in line with recent studies emphasizing sustained community engagement as a key determinant of CBT success (Nofrion et al., 2023). Overall, the program's holistic orientation combining economic empowerment, cultural preservation, and active community participation demonstrates an effective strategy for fostering community resilience and inclusive tourism development. This approach is closely aligned with the Sustainable Development Goals, including poverty alleviation through new livelihood opportunities (SDG 1), the enhancement of education and skills (SDG 4), employment creation within the tourism sector (SDG 8), sustainable community development (SDG 11), responsible cultural production and consumption (SDG 12), and strengthened multi-stakeholder partnerships (SDG 17).



Figure 1. Programme Implementation Activities

With these outcomes, the Kampung Adat Balai Kaliki community has grown increasingly optimistic about its future as a premier cultural tourism destination both nationally and internationally. The authentic cultural experiences provided from culturally rich homestay accommodations to innovative traditional culinary offerings are poised to attract diverse visitors, enriching the local economy while preserving the Minangkabau heritage for generations to come. This makes the program not merely a short-term intervention but a sustainable movement toward community-based tourism excellence rooted in local culture and wisdom.

CONCLUSION

This article shows that the community empowerment program in Balai Kaliki Adat Village effectively addressed key constraints in homestay and culinary management, fostering a sustainable tourism ecosystem rooted in cultural heritage. Capacity building, technology adoption, and multi-stakeholder collaboration were instrumental in achieving qualitative and quantitative improvements. The initiative contributed to economic benefits, cultural revitalization, and strengthened community identity. This model underscores the importance of culturally sensitive and participatory approaches in rural tourism development, offering valuable insights for similar contexts seeking to balance heritage preservation with socio-economic advancement.

SUGGESTION

This community empowerment program should continue with follow-up activities such as handing over amenities and essential equipment to the model homestay, providing tangible support for implementing the previously introduced professional service standards. Direct inspections with community involvement are vital to ensure homestay management complies with recommended standards in facilities, cleanliness, and service operations. The demonstration homestay should serve as a representative model and benchmark for other homestays in Kampung Adat Balai Kaliki, helping

the community gain practical understanding of managing homestays professionally based on local wisdom, ultimately boosting service quality and enhancing the competitiveness of community-based tourism in the region

ACKNOWLEDGEMENTS

The authors express their sincere gratitude to the Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM), Universitas Negeri Padang, for the financial support provided under Research Grant No. 2471/UN.35.15/PM/2025.

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