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Case Study: Global Business Strategy And Sustainability

SERIES 2

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Community-Based Approach in Homestay Tourism

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ABSTRACT

This study explored the community-based approach in homestay tourism, highlighted its potential to promote sustainable development while fostered local culture and economic resilience. By engaged community members as hosts, this approach not only provides authentic travel experiences but also ensured that economic benefits are distributed within the local community. This study examined where homestay initiatives have empowered residents, enhanced cultural exchange, and contributed to the preservation of local traditions. Furthermore, it addresses challenges faced by communities in implementing such programs. Ultimately, community-based approach in homestay tourism contributed to Sustainable Development Goals (SDG) is further discussed in this study,

Keywords: homestay tourism, global entrepreneurship, cultural empowerment

PREFACE

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Homestay tourism has become an ideal choice for tourists who are interested to be engaged in personal interactions with local communities and gained authentic cultural experiences. Padang, one of the regions in Indonesia, offered a cultural heritage to the tourists via its homestay program. Through its abundant view and unique authentic Indonesian cultural, the homestay was typically run by local family who offered their homes to the tourists, provide a more personalized and intimate experience compared to the modern hotels. The program offered activities such as guided tours to the local attraction places, visited to traditional markets, or trekking in the countryside. These activities allowed the tourists to connected and feel the ambience of natural heritage as well experience life as local community. The elaboration of homestay program in Padang is furthered discussed on the next chapter.

DISCUSSION

Homestay program in Padang empowered the local community into global entrepreneurship activity. The local community of Saribu Rumah Gadang embraced an identity of their cultural through its unique pointed roofs of Minangkabau that resembled buffalo horns in their traditional house. Through collaboration with few organizations such as Tourism Awareness Group (Pokdarwis) and the Association of Indonesian Travel Sales of West Sumatera (ASATI), the community was involved into its tourism management by leading the tourism – related projects. However, a few hindrances faced by local community such as limitation of infrastructural, inefficiency of homestay operators to manage the business and the difficulties in maintained authenticity while satisfying the needs of the tourists. Additionally, it is a challenge to balance off the objective of cultural preservation and advancements in

the economy and the environment. Thus, it is crucial to enhance the management skills of homestay operators, provide comprehensive training programs covering topic such as customer service, hospitality management, language competence, and business management. Other than that, modernize of the basic infrastructure such as roads, electricity, water supply and digital connection must be taken into consideration. To maintained cultural heritage while increase economic growth, the homestay operator could implement sustainable strategy such as energy and eco-friendly waste management. The government also play a crucial role in enhanced the growth of homestay program by enforcement of government regulations, offered financial incentives and established a standardized the quality standard to offered to the tourists.

Apart from traditional house, Padang offered a scenic view via Ujuang Batu Padang Beach. According to Barru Regency Board of Tourism, Youth, and Sports, the beach has become a regional tourist landmark with its stunning natural scenery, featured calm waters, sandy shores, and a backdrop of lush greenery. It is an ideal spot for relaxation and recreation, attracted both locals and tourists who are seeking for tranquillity and natural beauty. The community get involved into the tourism industry via the establishment of small-scale businesses that offered beachside refreshments and the provision of recreational activities such as guided nature treks and surfing lessons. Additionally, an establishment of capacity-building program enhanced the skills and knowledge of local residents, enabled the local entrepreneur to delivered high quality hospitality services due to exposure of customer service, hygiene, safety, and marketing, which are vital for the competitiveness of homestays. However, a wake-up call for supportive regulatory frameworks is pivotal to facilitate community-based tourism initiatives due to improve the existed legislative

frameworks, quality standards, environmental sustainability, cultural preservation, economic viability, and marketing tactics. Moreover, consistency to organize training program for homestay owners in area of hospitality management, customer service, hygiene, and safety as well as certification of program enhance the credibility of the homestay owner. In addition, dispensation of revenue between the homestay owner and local community via purchase and employ items from local community open up job opportunity and boost the economic growth. Furthermore, make use of social media to promote the uniqueness of homestay through its exceptional cultural and natural landmarks improved the competition and attracted more tourists.

INTERCONNECTION BETWEEN HOMESTAY AND SUSTAINABLE DEVELOPMENT GOALS (SDG)

The interconnection between a homestay program and the Sustainable Development Goals (SDGs) involved how such programs contribute to achieving these global goals, which aim to address various social, economic, and environmental challenges by 2030.

- 1) *SDG 4: Quality Education* – education program and community education initiatives support lifelong learning ensured that education is not restricted to any specific age as it empowered individual employability and enabled ones to contributed more effectively to their community. According to OECD (2019), vocational and adult education play a critical role in economic development and social inclusion. Thus, it is pivotal for continuous investment in education infrastructure to ensured that community had an equal access to educational resources and facilities. Additionally, ongoing professional development for educator is essential to ensured quality teaching

is up to date and adapted to evolving educational needs. Moreover, implemented inclusive education programs that focused on underprivileged and marginalized groups ensured that no one is left behind. These comprehensive strategies are important to achieve SDG4 and fostered equitable and educated society.

- 2) *SDG 8: Decent Work and Economic Growth* – it is focused on sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. Padang leveraged its tourism industry, agricultural exports, and enhanced trade to facilitate economic development as well as job creation. Apart from this, the region capitalized its heritage and picturesque nature to promote its tourism industry which generated substantial employment in the hospitality and service industry. Moreover, the agriculture sector not only focused on exports but also to local ensured a livelihood and contributed to the region's economic development. However, to sustained and enhanced these economic benefits, there is a need to implemented vocational training program and education program to ensured that the community possessed the necessary skills to meet the demands of evolving industry. Furthermore, supported SMEs with financial and technical resources is vital to promoted economic development as it will lead to innovation, increased productivity and job creation.
- 3) *SDG 11: Sustainable Cities and Communities* – through substantial investment in transportation system and public services, the local community gained a better access to the services and facilitated efficient movement within the city which in turn enhanced to urban development. The local community in Padang actively participated in preserved their ancient

resources and promoted sustainable farming technique which help in maintained ecological balance and ensured food security for future generations. To further elevated the sustainable and resilience of urban areas, a well-structured urban planning to identified which city to be prioritized to be developed. This is included urban spaces that are energy-efficient, accessible and conducive to the well-being of all community. Additionally, straighten disaster resilience is important by improved disaster preparedness and response mechanism, ensured that the city was well-equipped to handle the emergency effectively to protect the local community. Other than that, investment in green infrastructure projects is essential to enhanced environmental sustainability and improved the quality of life. Green infrastructure, such as parks, green roofs, and sustainable drainage systems, not only mitigated environmental impact but also provide recreational spaces for local community, contributed to their physical and mental health.

CONCLUSION

In summary, it is important for stakeholders to prioritize sustainability, community empowerment, and cultural preservation in Padang tourism initiatives. By integrated global activities empowerment into community-based tourism strategies, a meaningful connection between tourists and local communities, ultimately enriched the tourists experience while positively impacted the well-being of communities. Sustainable tourism is not just a goal; it is a collective responsibility that must uphold for the benefit of current and future generations, ensured that tourism contributed to the preservation of cultural heritage and the protection of natural environment.