



Bali Tourism Polytechnic
Hotel Management D 2019



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The 3rd International Hospitality Entrepreneurship
and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability
Strategies for the Unexpected"

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THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme “Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected”. The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,



The 3rd International Hospitality Entrepreneurship and Innovation Conference

Dewa Ngakan Kadek Wahyu Utama

Chairman of The Committee The 3rd
InHEIC 2023

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.

We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,




Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Management Study Program



Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as “Managerial Application”. By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme “Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected.”

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

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COMMUNITY PARTICIPATION IN THE MANAGEMENT OF PENGLIPURAN VILLAGE AS SUSTAINABLE TOURISM BASED ON COMMUNITY INVOLVEMENT

¹Ni Nyoman Sukerti, ²Ni Desak Made Santi Diwyarthi, ³Ni Luh Gde Sri
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Abstract

This article examines the community's participation in managing the 30 tourist lodges in Penglipuran village, using Keith Davis and Murigol's (2017) participation model. The study used a quantitative descriptive method with cluster sampling of 68 participants. The research methods were questioner, interview, and observation.

The research found that the community's involvement includes providing suggestions, funds, materials, and physical labor, with the latter being the most prevalent form of participation. These findings demonstrate the community's active and diverse engagement in supporting the development of tourism in Penglipuran village.

Keywords: Community, management, participation, tourism, village

Introduction

The significance of developing sustainable tourism with community engagement is increasingly emphasized in today's world. As the global environment becomes more interconnected and complicated, sustainable tourism that involves local communities is seen as a fitting solution to promote environmental sustainability, bolster local economies, and preserve cultural diversity. Additionally, involving communities in tourism development can enhance their awareness and involvement in preserving natural and cultural resources of their area. Consequently, sustainable tourism development that involves communities can provide sustainable benefits for all parties concerned and have a crucial role in inclusive and sustainable development.

The development of tourist villages in Indonesia is growing along with the increasing interest of tourists in exploring the beauty and uniqueness of rural areas. According to data from the Ministry of Villages, Disadvantaged Regions, and Transmigration in 2020, there are more than 3,500 tourist villages spread throughout Indonesia.

According to Ahmad Muhajir's research (2020) published in the Journal of Economic, Business and Accounting (JEBBA), the development of tourist villages in Indonesia has become one of the government's strategies to accelerate the development of the tourism sector. In the study, Muhajir stated that tourist villages can provide significant economic, social, and environmental benefits if managed properly.

On the other hand, research by M. Hidayatulloh (2019) published in the International Journal of Social Science and Humanity (IJSSH) states that there are still challenges in managing tourist villages, such as a lack of trained human resources and a shortage of funds for infrastructure development. However, Hidayatulloh also emphasized that by building partnerships between the government, the community, and the private sector, solutions can be found to overcome these challenges.

There are 30 Home Stays at Penglipuran Village, available for guests to rent. These 30 Home Stays are divided into 3 types: Class A, Class B, and Class C. All three types are managed by the local Adat Village, while the rest are managed by the individual homeowners of the Home Stays. Class A rooms include 3 Guest House rooms that are directly managed by the Adat Village. Class B rooms include 7 rooms directly managed by each homeowner, and Class C rooms include 20 rooms also directly managed by each homeowner. The difference between each type of room is that Class A rooms are quite spacious, with clean and in-room bathrooms, and TV facilities in the room. Class B rooms are not as spacious as Class A rooms, have TV facilities, and have in-room bathrooms but they are less clean. Class C rooms are very small, do not have TV facilities, and have outdoor bathrooms. The room prices range from IDR 200,000 to IDR 500,000.

The owners of the homestay do not manage directly. They take participation in social activities shown to tourists. In return, they receive around IDR 100,000 (one hundred thousand Indonesian rupiahs) per night for each rooms. However, their work is not considered as a service or salary. In addition, the community in the Penglipuran village believes that homestays or tourist lodges are not the same as hotels, so they do not need to be managed professionally. They think that even though tourists who stay there are foreigners, the tourist lodges are still the residents' "homes" and do not need professional management. The reality is that not many tourists stay in this village. If community participation is implemented in a real situation, then the community is involved in planning, implementing, and evaluating existing development programs.

In this research, we measure the level of community participation in implementing the village tourism program that has been jointly established by the village community. This applies when there are tourist visits and tourists staying in the Penglipuran Village. Therefore, research is needed to examine how the community in the Penglipuran village participates in managing sustainable tourism based on community involvement.

Literature Review

Previous studies that have discussed community participation models in the management of tourist lodges include:

1. Community Participation in the Development of Tourism Villages (a qualitative descriptive study in Bleberan Village, Gunung Kidul District, Yogyakarta Special Region by Alpinus Murigol, 2017).
2. Community Participation in Tourism Development (a study in Wonokerto Village, Turi District, Sleman, Yogyakarta by Soip, 2003).

3. Community Participation in Tourism Village Development (a qualitative descriptive study on community participation in tourism village development in Wirun Village, Mejlaban District, Sukoharjo Regency by Murniati, 2008).

4. Community Participation in the Development and Management of Tourist Attractions and Margotirto in Gisting Bawah Village, Gisting District, Tanggamus Regency (Ariz Nisrina, 2018).

Several experts have provided definitions of tourism, such as Oka A Yoety's definition in the study of Physical Model Development and Homestay Management in Accelerating Destination Development. Tourism is a temporary journey organized from one place to another, not for the purpose of working or earning a living in the visited place, but solely for the enjoyment of the journey for hospitality, recreation or to fulfill various desires. Salah Wahab stated that tourism is one of the new industries that can generate rapid economic growth in providing employment, increasing income, living standards, and stimulating other productive sectors. Furthermore, as a complex sector, it also includes traditional industries such as handicrafts and souvenirs. Accommodation and transportation are also seen as industries.

Tourism industry products are all kinds of services required by someone who travels, starting from planning the trip until they return to their place of origin. Therefore, looking at the components of the required businesses, there are quite a lot of services used during the journey. Foster in *An Introduction to Travel and Tourism* (2020) mentioned that the tourism industry includes: travel agents, airlines, accommodations such as hotels/motels/home stays/tourist lodges, car rental companies, tour operators, cruise services, bus services, train services, tour guides, and taxi companies. If we look at the mentioned service industries, there are still some that are directly needed by tourists, such as restaurants or other supporting businesses such as souvenir shops, which are inseparable parts and add value to a tourist attraction. Accommodation is a place provided to meet needs, such as a place to stay or temporary residence for travelers. In tourism, accommodation is an industry. Therefore, the definition of accommodation industry is a component of the tourism industry, because accommodation can be a place or room where people/visitors/tourists can rest/stay/sleep, bathe, eat, drink and enjoy the available services and entertainment.

Homestay is a term used to describe a type of accommodation where visitors or guests pay to stay in private, commercial homes, either directly or indirectly. This type of accommodation usually involves interaction with a host and/or family who live on the premises, and with whom public space is shared to varying degrees (Ramadhan, 2013). According to Frederick in Seubsamam (2009), homestay refers to a stay by a tourist or visiting foreign student who is hosted by a local family. Lynch states that homestay is a term specifically used to refer to a type of accommodation where visitors or guests pay directly or indirectly to stay in a private (commercial) home, and where interaction takes place to a greater or lesser degree with the host and/or family who usually live on the premises and with whom public space is shared to a greater or lesser degree.

The success of a development process cannot be separated from the participation of its community members, both as a system and as individuals who

are integral parts and are very important in the dynamics of development processes, because development is fundamentally aimed at realizing a prosperous society. Therefore, the responsibility for the success of development lies not only in the hands of the government but also in the hands of the community.

The description showed awareness and active participation from the community are one of the keys to the success of development, and in this case, achieving development targets needs to be demonstrated by government policies.

Research Methodology

The research was a description research using qualitative approach. Research methods used was questionnaires, interview, and observation methods. Survey research conducted sample from population at Penglipuran Village, by using questionnaires as the main data collection tool. Descriptive research is not limited to data collection and compilation, but also includes analysis and interpretation of the data itself (Surakhmad, 2014, Singarimbun, 2017). The questionnaires using Likert scale were used.

Results and Discussion

Regarding this matter, it can be said that the development that is currently in progress is determined by the magnitude of community participation, namely:

- a. Participation as a starting point for change
- b. Participation in paying attention to, absorbing, and responding to information.
- c. Participation in planning.
- d. Participation in operational implementation.
- e. Participation in accepting and developing the results of development.
- f. Participation in assessing development.

1. Form of participation

Based on data, the form of participation for the community of Penglipuran Tourism Village, Bangli, with its way of life, in order to achieve successful development, they should have a better understanding of their capabilities and real conditions by paying attention to the fundamental aspects related to development. The forms of community participation include four aspects, namely participation in the form of ideas/thoughts (non-physical), money (funding), materials (goods), and direct participation (physical/energy).

The level of community participation in development in Penglipuran Tourism Village can be measured using indicators that include:

- a. Community participation in development in the form of ideas/thoughts, with a score of 2.44 indicating a moderate level of participation.
- b. Community participation in development in the form of money (funds), which is categorized as moderate with a score of 2.94.
- c. Community participation in the form of material goods is categorized as low, with a score of 1.66.
- d. Community participation in development through physical contribution (labor) received a high score of 3.07.

Based on the scores achieved, community participation in Penglipuran Tourism Village, Bangli Regency, is moderate, with an average score of 2.53.

2. The factors influence community participation

The factors that influence community participation in development in Penglipuran Tourism Village, Bangli Regency are:

- a. Internal factors, which are factors that come from within the community itself, such as the level of education and income, with the most important being the self-awareness of the community based on their religion.
- b. External factors, which are factors that come from the environment outside the community, including the leadership of the government (the village chief and his apparatus) and equipment.

Conclusions

The community participation in Penglipuran Tourism Village, Bangli Regency, is moderate, with an average score of 2.53. The factors that influence community participation in development in Penglipuran Tourism Village, Bangli Regency are internal and external factor.

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Synopsis

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) is an International Conference, managed by the student of Hotel Management Study Program Class D of 2019 Bali Tourism Polytechnic, conducted with a hybrid concept.

This International Conference, includes 2 sessions, namely Panelist Sessions and Parallel Session. Before these sessions there is 1 Keynote Speaker from Ministry of Tourism and Economy Creative. In Panelist Session there are 10 invited speakers. Five of them are practitioners and the other half is academician. On Parallel Session, there were 11 breakout rooms. This session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



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