

Hospitality Skills of Homestay's Hosts at Ciletuh Palabuhanratu National Geopark, Indonesia

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Abstract. Ciletuh National Geopark located at Palabuhanratu, West Java, Indonesia is being proposed to become UNESCO Global Geopark (UGG). As a tourism spot, it already has type of accommodation called homestay, where local people provide their houses for the tourists to stay over. It concentrated in Tamanjaya Village, Ciemas District area, with the amount of about 80 houses. The hospitality service given by the hosts is very conventional since they, as the hosts, lack of knowledge and skills competence in hospitality. This research was try to describe the level of knowledge and skills competence in hospitality of homestay hosts in Tamanjaya Village area by employing descriptive approach. The study population are 80 homestay owners and subjects involved as respondents are 30 hosts. The results showed that the knowledge of the respondents was very low and the hospitality skills were inadequate to serve both national and international tourists. It is recommended to conduct planned training with participatory learning approaches and andragogy.

1. Introduction

Once established as National Geopark, Ciletuh-Palabuhanratu became a tourist destination that began crowded by tourists. According to Chairman of Ciletuh Geopark Operational Acceleration Team, Agus Hanafiah, in 2014 the number of tourists who visited Ciletuh reach around 20- 25,000 people, both domestic and foreign tourists. Even after Ciletuh Geopark Festival was held in 2015, the number of tourist arrivals increased to 115,000 people. Until mid-2016, the number of tourist visits jumped up to 60,000 people. This increasing tourist's number had a special attention from the local government. Currently West Java Provincial Government budgeted 200 billion from Regional Income and Expenditure Budget (called APBD) for infrastructure development in Ciletuh National Geopark for further development.

As a new tourist destination, people living in the area need to have awareness to welcome the tourists and therefore education about tourism and hospitality become important. Homestay hosts as the owner of alternative accommodation in the destination are one that need for this education. At present, homestays are available and concentrated in Tamanjaya Village, Ciemas Subdistrict, Sukabumi District with more than 80 houses registered.

Question asks is whether the homestay's hosts have been ready to welcome tourist to stay at their houses? Based on this question, this research tried to analyze the level of knowledge and skill of hospitality of homestay hosts in Ciletuh-Palabuhanratu National Geopark area.



1.1 Homestay Standard in ASEAN Countries

Homestay is an alternative accommodation where tourist will stay with the host family in the same house and will experience the daily life of the host family and local community. The host is a person or community representing a house in providing services to tourists [2]. Homestay standards have been established for south east Asian countries and have been applied in ASEAN countries.

The ASEAN Secretariat [2] establishes eleven criteria, (1) Conditions of the host; includes indicators of village location which is close to the tourist object. Five houses for homestay near the object is a minimum number. Homestay owners have never commit any criminal act, have no infectious illness, and joined homestay training course; (2) The form of the house has local traditional identity, has bedroom, toilet, additional facilities such as air condition, fan, and the availability of clean water; (3) The object has local culture-based activities, tourist packages around the homestay are available; (4) There is a homestay organization involving local communities including empowering youth and women; (5) The organization has training program for homestay's hosts and; (6) cooperation with private parties such as travel agents, tourism organizations, Non-Governmental Organizations (NGOs), and Institutions of Higher Education; (7) ease of accessibility; (8) hygiene and cleanliness; (9) safety and security; (10) have marketing and promotional activities so that customers can easily obtain information; And (11) have a principle of sustainability.

The importance of the sustainable principle criteria as described above is that the provision of homestay has negative impact. When tourists come to stay at homestays then at the same time values, attitudes and cultures bring by the tourists will begin to diminish the value of its local wisdom. [3]. Local community should be aware that homestay presence has positive and negative impacts, especially on social change, economic liberalization, cultural change, and the environment [4].

The role of the homestay's host as a person whose house is occupied by tourists is very important, especially in the development of ecotourism concept that is addressed to tourists [5]. The intensity of meetings of homestay's host with tourists can lead to a critical reflection to raise the awareness that life is very multicultural [6]. The successful implementation of homestay on the one hand can increase income for the local community; but on the other hand the potential for conflict [7].

1.2 Hospitality at homestay

The satisfaction of the homestay guest is not only determined by the standard of facilities and the various tourist objects. It is also influenced by the hospitality service of the host of homestay. In other countries it has been found that many new hospitality practitioners and / or students do not care about hospitality [8]. In fact, hospitality is something that is very important in the world of tourism services. Therefore, the most effective learning of hospitality is through direct guided practice in the field while serving the tourists [9]. Direct experience will have a very firm effect on the learner's understanding.

Efforts to increase the satisfaction of tourists must be seen first from several point of view especially from the orientation of tourists who will get the services, such as to what areas are more interesting, the service culture provided that must be well patterned and systematic, and the perception of a manager about customer satisfaction which gives influence to the standard of service provided [10].

The next process is the establishment of an organization that gathers homestay's hosts to improve hospitality capabilities. Together managing organizations, creating a comfortable working environment, and growing professional and responsible corporate leaders [11]. The development of organizations that start to be positive must be accompanied by recognition from the outside world with the holding of professional certificates. Providing professional certificates to homestay providers will be very important in order to establish standard for homestay hosts [12].

2. Methods

This research employed descriptive method by collecting data from survey, observation, questionnaire, and interview. The study participants are 30 homestay's hosts in Tamanjaya Village, Ciemas Subdistrict, Sukabumi Regency, West Java Province, Indonesia. At the time of the study, the researcher team also became a homestay guests so that the observation was more profound.

3. Results and Discussion

3.1. Facilities and Management

Tamanjaya Village has strategic location, and it makes tourists choose this area for their accommodation. Respond to this the villagers began interested to provide their house as homestay. This village has already had 80 homestay registered. It is quite a lot because the village is the first destination visited by tourists since it has Panenjoan landmarks as the main attraction of Ciletuh. Of the 80 homestays available only 20-30 homestays are actively welcoming guests. It is because most tourists look for the homestay closest to Panenjoan.

However, based on the data collected in this study, the condition of the house is less feasible as homestay based on criteria and homestay standards prevailing in the ASEAN region. The data results are listed in table 1.

Table 1. Feasibility of Homestay based on Criteria of ASEAN Homestay

No	Indicators	Feasibility
1	Family host	80%
2	Accommodation	80%
3	Activities	60%
4	Management	40%
5	Capacity Development & Training	20%
6	Collaboration	20%
7	Location	60%
8	Cleanliness & Neatness	80%
9	Safety & Security	40%
10	Marketing & Promotion	40%
11	Sustainability	60%

Note:

- 20% = Not feasible
- 40% = Less feasible
- 60% = Quite feasible
- 80% = Feasible
- 100% = Very feasible

Table 1 shows that none of the homestays in Tamanjaya achieve ideal score of 100% (very feasible), even there is still a very minimal score (20%) for indicators capacity development & training, and collaboration. In Tamanjaya Village tourists can easily obtain information about homestay because there is already an information center in Panenjoan site. Homestay owners were free of criminal records, had no infectious disease, and had attended homestay training though only once or twice.

From the aspect of the building and its accommodation facilities, the homestay in Tamanjaya Village has a sturdy building, although it has not yet shown traditional design. Facilities available include a separate bedroom from the host bedroom, usually there are at least two rooms available for guests; Has one clean bathroom, although it's still rare to use a toilet seat; Has a stable supply of electricity, and an adequate supply of clean water. In the bedroom only available mattresses, pillows, and bolsters, but mirrors, air conditioners, tables, mini cabinets, fans and mosquito nets are still rare. Each homestay has windows that have not been equipped with mosquito nets so it is still less secure from insect and mosquitoes. Bed covers are always replaced for every guest who comes.

From the management aspect, there is no officially organized homestay management. Until now the management is still run by each owner of homestay, and many of them rely on PAPSI (Paguyuban Alam Pakidulan Sukabumi) for marketing. PAPSI will distribute guest to registered homestays. For this reason, homestay management is still not feasible, and seems to run as it needs.

3.2 Hospitality Level

The hospitality skills of homestay's hosts can be said in low level. Capacity development and training have not been done properly and adequately. Homestay's hosts have no guidance on handling guests, bookkeeping, homestay management, marketing, and others regard to tourist services. Under these circumstances, the value of capacity development and training is still very low (20%), which is not feasible.

There are three indicators observed to measure the level of hospitality in Geopark Ciletuh area. All three indicators are part of the elements of hospitality in the homestay management. First, there is no collaboration among tourism managers. Based on the data, there is no collaboration activities yet with travel agents in marketing homestay within tour packages. There was cooperation with several companies and national agencies, but it was not with the homestay's hosts, but with PAPSI. However, the homestay's hosts got benefits of homestay training and installing homestay signboards in every homestay. PAPSI encourages homestay's hosts to be independently and professionally managed. Collaboration with the University is still constrained by the low of visit intensity, so that the training program is limited. The lack of collaboration has given impact on the low score of hospitality, marketing and promotion services. There is no party that promote homestay as well as designing travel packages to the tourists. There is also no distinctive characteristic that distinguishes it from other homestay. Information brochure and websites promoting homestay is not yet available.

The second important aspect of hospitality is cleanliness and tidiness. The kitchen, bedrooms, and toilets in every homestay are overall in a clean and well maintained. The surrounding environment is very natural. Tableware used are clean. The food served is hygienic and fresh. The way of serving is relatively friendly. The hospitality From this aspect is quite well. From the aspect of safety and security, homestay hosts have not yet trained well in first aid skill in case of an emergency. Unavailability of safety equipment such as first aid kit, fire distinguisher, no safety guidelines in the homestay or around the homestay. Besides, there has been no attempt to establish mitigation system in time of natural disaster such an earthquake. The hosts have not yet had knowledge on how to inform tourists about norms and ethics in behaving, the importance of preserving the culture, and the prohibition on free sex for homestay tourists. Based on these circumstances, safety and security aspects are concluded to be less feasible.

4. Conclusions

The results indicates that there are many indicators of hospitality that should be paid serious attention, including the coordination and information aspects to improve homestay that promote traditional house model, security services, and information services about norms and customs in geopark areas. The above hospitality component should be upgraded as soon as possible to increase number of tourists staying at homestay. There are three recommendations proposed: (1) to provide hospitality training for homestay hosts, (2) to establish homestay hsts' community as a media for sharing, coaching and upgrading homestay and, (3) to establish coordination and information networking to market and promote the homestay.

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