

Socialization of Local Wisdom-Based Homestay Management in Sustainable and Environmentally Friendly Hospitality Industry

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ABSTRACT

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan kapasitas masyarakat lokal dalam mengelola homestay berbasis kearifan lokal sebagai bagian dari pengembangan industri perhotelan yang berkelanjutan dan ramah lingkungan. Program ini dilaksanakan di Kabupaten Gianyar, Bali, dengan melibatkan 30 peserta, wilayah yang kaya akan potensi budaya dan alam, namun masih menghadapi tantangan dalam pengelolaan akomodasi pariwisata secara profesional dan etis. Sosialisasi menekankan pada prinsip-prinsip pariwisata berkelanjutan, pelestarian budaya, integrasi nilai lokal, serta praktik perhotelan ramah lingkungan. Hasilnya menunjukkan bahwa masyarakat merespons secara positif dan menyatakan antusiasme untuk menerapkan wawasan yang diperoleh, khususnya dalam mengimplementasikan nilai-nilai Tri Hita Karana dan narasi lokal dalam pengembangan homestay. Temuan ini sejalan dengan teori-teori seperti *Community-Based Tourism*, *Cultural Capital*, dan *Triple Bottom Line*, yang menegaskan pentingnya pendekatan berbasis budaya, partisipatif, dan berkelanjutan dalam membangun sektor perhotelan yang tangguh.

This community service activity aims to enhance the capacity of local communities in managing homestays based on local wisdom as part of developing a sustainable and environmentally friendly hospitality industry. The program was conducted in Gianyar Regency, Bali, with 30 participants, a region rich in cultural and natural potential yet still facing challenges in managing tourism accommodations professionally and ethically. The socialization emphasized principles of sustainable tourism, cultural preservation, local value integration, and green hospitality practices. The results showed that the community responded positively, expressing enthusiasm to apply the insights gained, particularly in implementing Tri Hita Karana values and local narratives in homestay development. These findings align with theories such as Community-Based Tourism, Cultural Capital, and the Triple Bottom Line, confirming the importance of culture-based, participatory, and sustainable approaches in building a resilient hospitality sector.



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INTRODUCTION

The hospitality industry is a key sector supporting the advancement of tourism, contributing significantly to regional income and community welfare. Bali, as an international tourism destination, has experienced significant growth in this sector, including in rural areas such as Gianyar Regency. The development of the hospitality sector is not only marked by the increasing number of star-rated hotels but also by the rise of community-managed accommodations like homestays.



Figure 1. Community Service Activity by the Hospitality Management Study Program (PPH), Politeknik Pariwisata Bali, on April 4th to 5th, 2025, at Melinggih Kelod Tourism Village.

Homestays, as a form of community-based accommodation, play a strategic role in strengthening the competitiveness of culture- and environment-based tourism. Their presence offers local communities opportunities to directly engage in tourism-related economic activities while preserving the surrounding culture and environment. However, many homestays are still lacking in the understanding and application of sustainability principles and have yet to integrate local wisdom values that reflect the identity of the village.

Gianyar Regency is known for its rich culture, traditions, and unique natural resources. Many villages in this area, such as Ubud, Mas, and Tampaksiring, have developed into tourist villages, while others still hold great potential but lack optimal management of the accommodation sector. This community service activity was carried out in a village currently in the process of developing homestays as part of a sustainable tourism development strategy. The socialization aims to bridge the gap between global sustainability concepts and the long-standing local wisdom practices of the local community.

The socialization of local wisdom-based homestay management seeks to provide insight into how local values—such as traditional architecture, customary spatial arrangements, cultural rituals, and environmentally friendly behavior—can be powerful attractions for tourists seeking authentic and responsible experiences. This activity also encourages the integration of cultural values into the operational standards of homestays, creating business models that are not only competitive but also ethical and sustainable.



Figure 2. Community Service Activity by the Hospitality Management Study Program (PPH), Politeknik Pariwisata Bali, on April 4th to 5th, 2025, at Melinggih Kelod Tourism Village.

This socialization program represents an academic commitment to supporting inclusive and environmentally conscious tourism development, in line with the Sustainable Development Goals (SDGs), particularly Goal 11 (sustainable cities and communities) and Goal 12 (responsible consumption and production). Through an educational and participatory approach, the local community

is expected to become the main actors in developing homestays rooted in local wisdom and sustainability principles.

According to Swarbrooke (Ruastiti et al., 2021), sustainable tourism is a form of tourism that meets the needs of current tourists and local communities without compromising the ability of future generations to meet their own needs. In this context, accommodations such as homestays should adopt resource efficiency, cultural preservation, and community empowerment principles. Community-Based Tourism Theory by Murphy (Suwena, 2018), emphasizes the importance of active local community participation in managing tourism activities to ensure that economic and social benefits are directly experienced by the local community.



Figure 3. Community Service Activity by the Hospitality Management Study Program (PPH), Politeknik Pariwisata Bali, on April 4th to 5th, 2025, at Melinggih Kelod Tourism Village.

Ecotourism Theory by Fennell (Belakang & Pendidikan, n.d.), is also relevant, stating that tourism should be responsible toward natural environments and local cultures as a basis for providing accommodation services. Local wisdom, according to Keraf (Darmiati et al., 2024), comprises cultural values inherited across generations, guiding communities to live harmoniously with nature and others. When these values are applied in homestay management, they create practices that are not only economically viable but also ethical and ecological.

The Sustainable Livelihoods Theory by Chambers & Conway (Ni et al., 2024), suggests that community-based development should strengthen local assets such as human, social, natural, and cultural capital. Homestays based on local wisdom are one way to maximize these assets. Stakeholder Theory by Freeman (Adnyana et al., 2024), states that the success of a business depends on the involvement of all stakeholders. In developing homestays, it's essential to engage communities, government, tourists, and local businesses to create synergy for sustainable development.

Place Attachment Theory by Scannell & Gifford (Gede et al., 2024), explains the emotional bond people have with their places of residence. This supports the importance of preserving local identity and environment, as people are more motivated to maintain areas with historical and cultural significance. Cultural Capital Theory by Bourdieu (Desak & Santi, 2024), posits that culture is a form of capital that can be optimized in economic activities. In homestays, local culture can be a valuable asset to attract tourists and differentiate tourism products.

Triple Bottom Line Theory by Elkington (Ni et al., 2024), highlights the importance of balancing economic, social, and environmental aspects in sustainable business practices. Homestays that apply this principle will generate widespread positive impacts on the community and the surrounding environment.

METHOD

The implementation method of community service activities generally adopts a participatory and collaborative approach, in which the community is actively involved in the planning, implementation, and evaluation stages. According to Perkins and Zimmerman (Lombok et al., 2017) in the *Community Empowerment* theory, a participatory approach increases community capacity and independence by positioning them as subjects rather than mere recipients of the program. Meanwhile, Dewey (Belakang & Pendidikan, n.d.), through his *learning by doing* approach, stated that learning is more effective when

carried out through hands-on practice. This is particularly relevant in technical skill training such as accommodation management or tourism services.



Figure 4. Community Service Activity by the Hotel Management Study Program (PPH), Politeknik Pariwisata Bali, on April 4th to 5th, 2025, at Melinggih Kelod Tourism Village.

A recent article in the *International Journal of Community Development* (Ruastiti et al., 2021) emphasizes that the most effective method in community service activities is a combination of interactive lectures, group discussions, case studies, and field practice, as this bridges the gap between theory and real-life application. Moreover, integrating local knowledge and cultural values has been proven to increase the relevance and acceptance of programs within the community. Thus, an effective community service implementation method is one that integrates knowledge transfer, applied training, and respect for local wisdom through a participatory and sustainable process.

The method used in this community service activity is direct socialization conducted in the target village that has the potential for developing guesthouses. The activities were carried out through: Presentation of materials on the concept of sustainable and environmentally friendly guesthouses. Participatory discussions on local wisdom practices that can be applied in homestay management. Case studies and simulations of guesthouse management based on cultural and ecological values.

There were 30 participants included homestay owners, traditional leaders, village youth, and local tourism actors. The materials were delivered by a team of Hospitality Management Study Program's lecturers from the fields of hospitality and tourism, as well as industry practitioners with experience in managing eco-friendly accommodations.

RESULTS AND DISCUSSION

The socialization activity was carried out through an educational and participatory approach involving village representatives, homestay managers, traditional leaders, and youth. The materials provided included basic principles of sustainable tourism, the importance of environmental conservation, the integration of local culture in tourism services, and relevant digital marketing strategies for homestays.



Figure 5. Community Service Activity by the Hotel Management Study Program (PPH), Politeknik Pariwisata Bali, on April 4th to 5th, 2025, at Melinggih Kelod Tourism Village.

Community enthusiasm was high, as reflected in the active participation in discussions and questions raised regarding the development of tour packages, service standards, and architectural designs

aligned with the Tri Hita Karana principles. Participants showed great interest in "green hospitality" concepts such as the use of alternative energy, organic waste management, and reforestation efforts around the accommodation.

The results indicated significant potential for the local community to become key players in managing sustainable homestays, especially when provided with applicable knowledge that aligns with their cultural values. The knowledge shared during the socialization prompted new initiatives, such as forming working groups to design traditional-based homestay governance and planning thematic tour packages.

These findings align with Community-Based Tourism Theory (Murphy, 1985), which emphasizes community involvement in decision-making. Additionally, the local wisdom values that serve as the foundation for homestay management support Keraf's (Darmiati et al., 2024) concept of culture as the basis of sustainability.

In terms of marketing, the local culture-based and authentic narrative approach became a unique strength in attracting tourists seeking alternatives to mass tourism. This supports Cultural Capital Theory by Bourdieu (Ni et al., 2024), which sees culture as an economic capital that can be developed. Likewise, the Triple Bottom Line principle by Elkington (Desak & Santi, 2024), is reflected in how communities begin to consider the social and environmental impacts of their economic activities.

This socialization also reinforced awareness of place attachment and collective responsibility in preserving the village's identity as an authentic and environmentally conscious tourist destination. Overall, these outcomes show that developing homestays based on local wisdom is a strategic pathway toward a sustainable, inclusive, and resilient hospitality industry.

CONCLUSION

This socialization activity successfully enhanced the community's understanding of the importance of managing guesthouses based on local wisdom to support a sustainable and environmentally friendly hospitality industry. By leveraging local cultural values and employing a participatory approach, the development of guesthouse accommodations was shown to contribute not only to improving the local economy but also to preserving the cultural identity and environmental integrity of the village. Participants gained a broader perspective on how traditional practices and community involvement can align with modern hospitality standards to create unique and meaningful tourism experiences.

It is recommended that follow-up activities be carried out in the form of technical training and direct mentoring in guesthouse management. These should include hands-on guidance in service operations, sustainable resource management, and the integration of cultural narratives into the guest experience. Furthermore, the formulation of localized standards—grounded in cultural heritage and environmental sustainability—should be encouraged. These standards could be developed in collaboration with local stakeholders and policymakers, allowing them to be formally integrated into regional tourism regulations. By doing so, future development efforts can remain consistent with both the cultural context of the community and the broader goals of sustainable tourism development.

THANK-YOU NOTE

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