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Training on Hospitality and Homestay Management in Lerep Tourism Village, Ungaran, Semarang Regency

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ABSTRACT

Background: Lerep Tourism Village is a developed tourist village in Semarang Regency, focusing not only on the production of locally sourced goods but also as a center for education, recreation, and local wisdom. The lack of promotion of homestays in Lerep has prompted attention to introduce products and services through a hands-on learning concept in the village and to promote the village as a tourist destination with a unique tourism concept.
Aims: The aim of this community service activity is to improve hospitality skills and homestay management in Lerep tourist village.
Methods: This community service is carried out in July 2025 in Lerep Village, Ungaran, Semarang Regency through hospitality management training. 30 homestay owners joined, starting from preparation, focus group discussion, implementation, follow up phase, and content on service management literacy.
Results: The results shown in implementation of practice training with homestay owners are not only theory, but more practice is the best solution to engage with customers to develop hospitality skills. Practical training is urgently needed to improve the hospitality skills of homestay owners, with product and service innovation as the main priority to create uniqueness and enhance guest satisfaction. Additional support through technology implementation, mentoring and evaluation, sustainability programs, and innovations in marketing, management, and operational processes will strengthen the competitiveness of homestays in Lerep Tourism Village.

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1. Introduction

Luxury niche tourism is not significantly driven by travel motivation, environmental awareness, technology use, and social influence. The focus is on sustainable luxury experiences, emphasizing personal values and ethical considerations over demographic factors (Dhanapal *et al.,* 2024). Tourist villages offer local cultural attractions and natural beauty such as waterfalls, tea plantations, and rivers (Septiani et al., 2022, Hasymi *et al.,* 2022, As'ad *et al.,* 2022, Jasiyah *et al.,* 2022, Rosardi *et al.,* 2022). Instagram and YouTube were chosen because the rise of social media has changed the way niche tourism is marketed, specifically targeting the younger generation through tailored media channels (Febrian, 2022). The niche tourism market, as characterized by its name, targets a smaller number of consumers compared to mass tourism, but at the same time, it is a persistent tourism market. Niche tourism is more identified with what tourists do than their numbers in a particular destination at a particular time. While mass tourism is a standardized product aimed at a large market segment, niche tourism is at the opposite end of the spectrum. The niche tourism spectrum is heterogeneous and based (Basaraba, 2024) on a greater demand for more exclusive, unique, and distinctive products (Bunghez, 2021). Due to its comprehensive niche offerings that enable immersive experiences, Lerep Tourism Village in Central Java, Indonesia, offers numerous learning opportunities for students, making it an ideal location to observe the local wisdom of the village community. The five components of niche tourism are: cultural, environmental, rural, urban, and others. Furthermore, each of these macro-niches can be further subdivided into micro-niches, encompassing all the offerings available at a destination. Niche tourism has five micro-niches (Novelli *et al.,* 2022).

The Lerep Tourism Village's supporting component is its 30 homestays that have been certified CHSE (Cleanliness, Health, Safety, and Environmental Sustainability Certificate) issued by the Ministry of Tourism during the COVID-19 pandemic. Then, in 2024, homestay owners received a tourist cottage/homestay management certificate from the National Professional Certification Agency (BNSP). Udinus Hotel Management, closely associated with the hospitality industry, chose homestays in Semarang Regency because Lerep Tourism Village is categorized as an advanced tourism village (by the Ministry of Tourism and Creative Economy) and has been providing services since after the pandemic. The homestay program has adopted product innovations related to accommodation, activity packages, and businesses. Furthermore, homestay owners in the economic zone have not yet reached maximum income because revenue from half-day or one-day tours does not impact homestay income. For example, the new activity "Saras Loka Package" offering relaxation of body and soul, the latest tour package in March 2025 that has not yet included homestays, should be aligned with the homestay package for guests who will stay at least one night at the Lerep Village homestay. Wellness tourism aims not only to promote health and well-being but also to offer unique and valuable experiences to tourists (Wijaya & Prianthara, 2024). Recent studies on niche and luxury tourism highlight that tourists are increasingly seeking unique, ethical, and meaningful experiences influenced by technology and social media. This shift opens up new opportunities for tourism villages, including Lerep, to develop specialized products that can increase tourist loyalty and length of stay. However, these opportunities require adequate human resources, appropriate homestay management, and strong collaboration with universities.

However, The priority problem for Lerep Tourism Village, Ungaran Regency is an economically productive community consisting of two areas/aspects of activity, namely Human Resource Development for 30 homestay owners who are not ready to face guests during the peak season (homestays are busy during holidays) and crowded conditions (after guests check out, there will be guests checking in the same room on the same day), the absence of homestay nameplates, and sheets and towels that are still not uniform. In addition, the importance of homestay governance is very worrying because its administration in complying with simple SOPs needs to be improved and updated as well as visit books and guest records that are still conventional. The second problem is the length of stay at the

homestay is only 1 night has not been fulfilled so that the aspect of supporting activities to attract tourists is not only half-day activity visits, one-day activities but is aimed at tourists who stay more than 1 day including staying at the homestay. The economic problem of the community is that the length of tourist stay is inversely proportional to tourist visits to tourist attractions. Most homeowners do not depend on homestays as the main income of the family so they do not pay attention to homestay promotion. The promotion that is still intensive is tourism activities in the tourist village, but there is no homestay package that combines tourism activities. Homestay hospitality training and development of homestay packages in community health tourism for homestay owners need to prepare their homestays to welcome guests with mass tourism activities and special tourism in homestay packages. Both activities have been made a mind map by lecturers and students of hotel management together with the head of Pokdarwis, Mr. Bayu, Mr. Kamali, and Mrs. Wiwid and the marketing team with FGD (Group Discussion Forum) that challenges the potential of Lerep Tourism Village to attract tourist visits that are more than 3 times visiting to become loyal tourists by providing innovations according to the competencies of lecturers and students of Dian Nuswantoro University - hotel management study program in the fields of Front Office, Housekeeping, Food & Beverage Products, Food & Beverage Services, M.I.C.E., Sales & Marketing and Hotel Information Technology whose implementation for homestays is to bring guests to homestays that match the Lerep Village homestay tour package or vice versa. Homestays are able to chase the ball rather than waiting for the ball to come to get guests. The concept of a homestay is where tourists stay with a host family and interact with the local community at a reasonable cost (Pusiran & Xiao, 2013). Positive memories from homestay guests can increase repurchase intentions, satisfaction, and word-of-mouth promotion, while contributing to the sustainable development of the homestay industry (Jiang *et al.,* 2022). This training aims to prepare homestay guests upon arrival, during their stay, and upon departure. Through this program, the goal is to prepare human resources for homestay owners, tourism operators, and tourism groups to attract repeat visits from guests/tourists who are members of the community through tourism activities (mass tourism and special tourism) that support the length of stay of guests at homestays in Lerep Ungaran Tourism Village, Semarang Regency.

Within the scope of this study; Homestay owner generations need collaboration for a smart era that inspires today's collaboration by mentioning three generations living and working today: Generation X (two lecturers), Generation Y (two lecturers), and Generation Z (three students) to explore our collaboration in avoiding age gaps with homestay owners. Differences between generations can affect how companies (*Jiri,* 2016) recruit and develop teams, deal with change, motivate, stimulate and manage employees, and increase productivity, competitiveness, and service effectiveness. Although the work values of the three generations are different, their communication styles are similar so they can reduce the generation gap through communication. Direct relationships and moderating effects of generations X and Y. In addition, a personal approach to each homestay owner of generations X, Y, and Z gets a more intensive approach from lecturers of generations X and Y and students of generation Z because homestay owners are in the same field as their children who will become homestay owners. This approach is needed to avoid age gaps that hinder the program so that they can complement each other's shortcomings among homestay owners so that this training can be implemented optimally. The mediating role of online consumer engagement between the dimensions of consumer engagement and consumer loyalty has significant implications for facilitating and enhancing consumer loyalty in the context of hospitality services, especially in the aviation and hospitality industries (Leong & Chaichi, 2024).

2. Methods

This method is designed to ensure the program runs effectively and has a significant impact on participants. The following is a description of the implementation:

1. Preparation

The first step in implementing this program is to form a solid and effective work team. This team will be responsible for designing strategies and implementing programs aimed at improving hospitality service management for homestay owners. Team members will consist of expert trainers in hospitality management and university students. Once the team is formed, roles and responsibilities will be defined for each team member. They will be tasked with leading various activities, from training to mentoring. In addition, a monitoring and evaluation plan will be developed to continuously monitor the program's progress and impact. Funding sources will also be identified and managed to support the program's effective operations. The output of this stage is the formation of a strong work team, with structured tasks and a well-developed implementation plan.

2. Implementation Stage

During the implementation stage, the program will be implemented through various forms of training and intensive guidance involving participants as the primary target. This stage consists of several important parts:

a. Program Socialization: This stage begins with outreach to all participants, including tourism groups (Pokdarwis), homestay associations, and homestay owners, to provide an understanding of the program's objectives, benefits, and activities. This aims to generate interest and active participation from participants in the program. The outreach will include an explanation of the importance of good homestay service management in determining the uniqueness of homestays.

b. Homestay Service Hospitality Training : Participants will receive training focused on improving hotel service standards, including: Effective customer service, Homestay operational management, such as Front office , housekeeping, and Food and beverage management.

c. Developing Standard Operating Procedures (SOPs) that can be implemented to improve service efficiency and quality. This training will be conducted using methods such as lectures, simulations, hands-on practice, and group discussions. With structured training, participants are expected to be able to improve service quality and the competitiveness of tourist destinations. This training method includes lectures, case study discussions, and the use of technology tools, such as barcode, canva, google drive , specifically designed for small businesses. Leadership and Empowerment Training: Participants will receive leadership development training aimed at strengthening their ability to lead teams and run business operations effectively. This training method includes workshops, mentoring, and real-life case studies in the tourism and hotel industry. The output of this phase will be improved operational skills in managing tourist destinations and homestays, both in terms of service and technology, as well as increased capacity as business leaders.

3. Follow-up Phase: After implementation, the program will continue with a series of follow-up activities aimed at ensuring the sustainability of the program's impact. This phase includes:

a. Periodic Monitoring and Evaluation: The team will conduct periodic evaluations of participants' progress.

b. Improved service quality after training.

c. Assistance with technology use and Instagram content creation.

d. Leadership and innovation in tourism destination management by participants. This evaluation will be conducted through questionnaires, interviews, and direct observation to measure the program's impact and effectiveness.

e. Formation of a Learning Community: As an ongoing follow-up, this program will facilitate the formation of a community of tourism destination operators that can serve as a platform for participants

to continue learning, share experiences, and collectively increase their capacity. This community will also hold activities such as: Group discussions, Follow-up workshops, Creation of educational content on service management literacy. Competitions and Contests: To motivate participants to continue innovating and actively participating, competitions in hospitality service management will be held. This is expected to improve a healthy competitive spirit and accelerated adoption of best practices. The output of this phase is the creation of an ecosystem that supports professional tourism destination management, with strong financial literacy and higher-quality services. Furthermore, it is hoped that participants will continue to grow with community support and long-term collaboration.

3. Results and Discussion

3.1 Implementation of community service in the form of hospitality and management training

There has been no specific research on homestays, but there has been some research on the Lerep tourist village which helped the author to carry out this service to the 30 homestay owners in the Lerep tourist village. The service in the form of hospitality material from the homestay owner of the 21 questions tested before the training had a score of all 8 people correct, 7 people correct 20, 6 people correct 19, 7 people correct 17, and 2 people correct 15 questions. From these results, the homestay owner who started his business since 2017 received a lot of theoretical training from the government, academics and businesses. From these results, the homestay owner who started his business in 2017 received a lot of theoretical training from the government, academics and business. However, there was minimal practical training provided and there had never been any assistance for the standard amenities in the homestay and after the training the chairman and secretary and treasurer of the Pokdarwis announced that the price per person from 50,000 rupiah had increased to 60,000. The agreement to increase the price of 10,000 was given to provide snacks to guests because for breakfast which was managed by the homestay association including the arrangement of the house chosen as guest accommodation to be fair. In this Community Service program, the team carried out the following activities:

1. Lecture

In this session, each speaker delivered a lecture to the training participants. Each speaker presented on a different topic for 45 minutes to 1 hour, followed by a question and answer session. Theory and practice given to students before training with 30 homestay owners, Students will delivered part to assisting owners when the lecture give explanation about the theory and practice in hospitality and tourism. The audience are owners with different ages, in case of technology using barcode register attendance, using google review to increase their homestay, saving file in gdrive, photo pruducts food and beverage menu with canva until barcode needs more attention to training one by one.

2. Plating & Garnishing Practice

This time, the speaker presented material on menu variations and encouraged residents to learn how to add finishing touches, such as garnishes, to plating. Using their kitchen utensils , make some local snacks, traditional foods, and drinks display different but still using local wisdom for the platting and packaging.

3. Eating Together

The Community Service team, Lerep Village administrators, and residents enjoyed the dishes served by the administrators. The food costs were fully covered by the team as a token of appreciation for the residents' attendance and enthusiasm. Eating together means that this is just from Telang/Butterfly Pea Flowers inggridient to create new variety menu but we can give storytelling in this time for creative engaging to guest.

4. Towel Art and Napkin Folding Practice

Students, assisted by lecturers, demonstrated how to enhance the appearance of a bed by adding finishing touches, such as decorating it with towel folding. They also decorated the dining table with napkin folding. They dont need use Hotel standart towel or napkin but with clean towel can makes bed sheet and dining table looks luxury.

5. *Making Bed*

Practical this part almost average 5 minutes to make bed sheet and pillow tidy

6. *Making Welcome Drinks*

Welcoming guests by offering them a refreshing drink made from a brew of butterfly pea flowers, soda water,lemon, chia seeds, honey or simple syrup and it will looks colours layers (yellow, white, purple, and blue).

7. *Serving meals and drink to guest*

Serving by tray not olny give meals and drink but also miggle guest and make a conversation about anything to make guest feel welcome.

8. *Providing Canva training for creating barcodes for food and beverage menu at the homestay.*
9. *Dancing Together*

This session was very engaging because the residents, along with the Abdimas team and the Lerep Village administrators, danced together. The dance was the Caping Dance. Over 40 participants participated, making the session engaging, fun, and entertaining in closing ceremony.



Figure 2. Presentation of hospitality and service at Joglo Pianggih of Lerep Village, Ungaran Regency.

3.2 Implementation of niche tourism in Homestay

The implementation in collaboration with university for developing niche tourism in lerep village activities found that Niche tourism activities involve a large number of guests, tourists only participate in half-day or one-day tours to 2 days 1 night. Apart from that, on social media, Lerep Village rarely reviews homestays. During the community service, they discovered that the homestay association didn't have any content about their homestays or even a social media presence. They relied solely on visitors from the tourism information groups (Pokdarwis) to bring in guests, and the association then decided which homes the guests would stay in. developing rapidly for half-day tours and one-day tours but not yet maximizing for 2-day tours with 1 night stay. After community service, they have content for creating Instagram for homestay with bundling tourism activities and storytelling guests stay in their homestay in google review. Lerep Village, which has the web address https://desawisatalerep.com , has 4 tourist destinations activities in niche tourism. One of them is the natural tourism of Indrokilo hamlet. Indrokilo

is one of the hamlets rich in natural tourism. Indrokilo has many attractions, including Indrokilo Waterfall, sunset and sunrise views at Puncak Bidadari. All tourists will be amazed when stopping by this hamlet, not only for its natural beauty but also for the typical food offered here which is very varied and not found in other villages. In addition to the natural tourism highlighted in Lerep village, this village also has many cultural attractions, including Reog art, the traditional Lerep dance, namely the Caping Gasing Dance, and Angklung Art arranged by the Lerep Village Youth Organization. This village also has strong cultural traditions, including Iriban Culture, Kadeso Wayang. The most enticing tourist attraction in Lerep village is the Embung Sebligo Mini Reservoir. This reservoir has the potential to become a popular tourist destination for selfies, boat rides, and fish feeding. The reservoir is located in the center of Lerep hamlet and is surrounded by trees. Exotic views can be found here, surrounded by gazebos for relaxation. Besides the reservoir, Lerep village also has Watu Gunung, Bumi Lerep Indah, and Siwarak Swimming Pool, all three of which are privately managed. Only the Sebligo Reservoir is managed by the village. Lerep village offers a wide variety of educational attractions, including the Indrokilo Cattle Village. In addition to the Indrokilo Cattle Village, it offers lessons on how to make black coffee, palm sugar, palm fruit, ginger, and much more. Another equally interesting educational attraction is PROKLIM SOKAKU ASRI (Climate Village) in Soka, where visitors can learn how to properly manage waste. Culinary tourism is a highly anticipated tourist destination, offering not only a variety of culinary delights but also local specialties. In Lerep village, you'll be spoiled with culinary delights, all traditional and made by the locals. Indrokilo is famous for its ceplus coffee, lodek, and suweg porridge. Meanwhile, one of Lerep's hamlets, Karangbolo, is a center for various types of chips (kripik). Here, you can learn how to make various chips at very affordable prices. In addition, some residents make milk candy, milk chips, and milk soap, priced at IDR 10,000 each. Meanwhile, several artistic performances are often featured at village events, such as: Campur Sari, Berjanji, Terbang/Rebana, Band Solo Organ, Totekan Lesung (also known as gejluk lesung, is a type of musical instrument played to welcome the harvest. Usually performed by women), Kuda Lumping, Caping Gangsing Dance (The Caping Gansing Dance is also a traditional dance from Lerep village to welcome the harvest, but this dance is performed by teenagers).

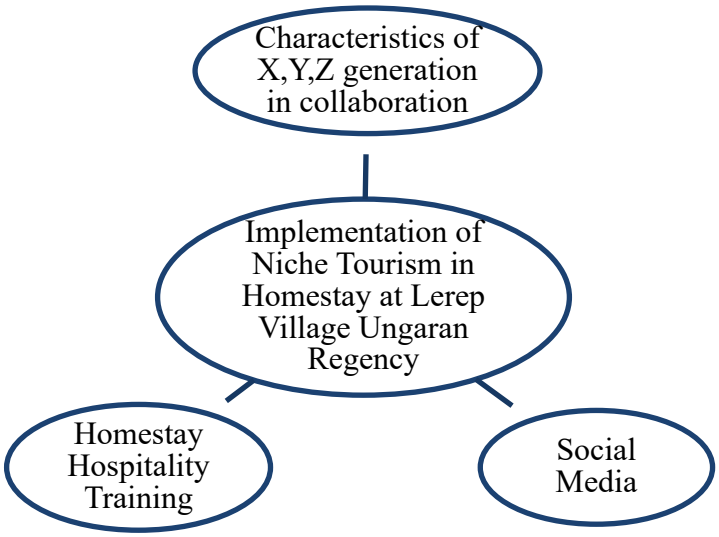


Figure 3. Implementation Niche Tourism at Lerep's Homestays
Source : The community service team, 2025

Four types of innovation according (Zulkefli *et al.*,2023) must have (1) product and service innovation; (2) marketing innovation; (3) management innovation; and (4) process innovation , The

community service team already give product and service innovation are meals and snack must give garnish for the platting, serving to guest, welcome drink create after greeting the guest, making bed and towel art, folding napkin, canva and barcode are the best tools for homestay content marketing, management innovation not yet given due to process innovation needs collaboration between homestay association in Lerep with Lerep's Pokdarwis (Kelompok Sadar Wisata). After 4 innovations, the next steps are creating content for Homestay social media.



Figure 4. one of content for homestay social media and content for barcode menu

4. Conclusions

More practical training is needed for improving hospitality skill owners when meet the guest, necessary point number one are product and service innovation is the important to found homestay uniqueness and the rest needs more collaboration for the next are Implementation of technology, Mentoring and evaluation, and Sustainability Program. Four types of innovation in Lerep, Homestay are: *1. Product and service innovation*, Product and service innovation are adopted by hotel but budget for Homestay. Breakfast menu not only fried rice but also can serve sandwich or simple breakfast like local menu "godogan" (steam corn/ steam casava/ steam sweet potatoes/ potatoes for carbohydrate), (steam edamame/tempeh bacem/tofu bacem for protein), vegetable (saute coffee leaves/ coffee leaves oblok-oblok) 15.000 rupiah each portion/plate , Snacks menu with final touch garnish from plants grown in the homestay (5.000 rupiah each portion) , and Welcome drinks with local ingredients (butterfly pea flowers, lemons , honey/ simple syrup) showing colours gradation (yellow, white, purple and blue in a glass) 5.000 rupiah each glass. Guest books change with barcode, barcode menu for homestay, barcode for variety plants grown in the homestay and Poster from Canva for Instagram content. Service innovation breakfast meals, snacks in the afternoon, and welcome drinks served when guest arrive homestay for human touch, homestay owner must mingle and talkative with guest, so guest feel homy and comfortable minimum when serving meals and drink to guest with sequence of service.
2. Marketing innovation is creating Instagram specially for homestay with creative content.
3. Management Innovation is administration guest register with barcode, guest feedback with arcode, barcode for variety plants grown in the homestay, and guest experience for increasing google reviews.
4. Process Innovation are training, competition, and collaboration.

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6. Conflict of Interest Declaration

The authors declare that there is no conflict of interest regarding the publication of this article. The Authors confirmed that the paper was free of plagiarism.

7. Author Contribution Statement

All authors contributed equally to the conduct community service project, data analysis, and writing and preparation of this article.

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