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## EDUCATING FOR IMPACT: COMMUNITY HYGIENE AND SANITATION AWARENESS FOR HOMESTAY READINESS IN WOLOGAI TENGAH

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### Abstract

This community service program was carried out in Wologai Tengah Village, Ende Regency, to enhance community awareness of hygiene and sanitation as part of early preparation for homestay-based tourism. The activity responded to the growing interest among local residents to participate in tourism by offering accommodations in modern houses located outside the sacred area of Kampung Adat Wologai. The training used lecture and discussion methods, with 20 participants. Training materials focused on personal hygiene, household sanitation, waste management, and water safety. Pre-test and post-test assessments were conducted to measure knowledge improvement. Results show that participants demonstrate significant learning gains, with individual score increases ranging from 50 to 70 percent. These results indicate a high level of community engagement and openness to tourism knowledge. The training serves as a foundation for future tourism readiness efforts and highlights the importance of integrating hygiene education into rural hospitality development. It also emphasizes the need for follow-up programs on guest handling, service quality, and sustainable tourism planning to support long-term goals. This program concludes that Wologai Tengah holds strong potential to grow into a culturally grounded rural tourism destination with the right knowledge support and planning.

**Keywords:** community-based tourism; desa wisata; homestay; hygiene and sanitation

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### INTRODUCTION

Tourism villages (*desa wisata*) have become a growing pillar of rural development in Indonesia, offering communities the opportunity to preserve local culture while fostering inclusive economic growth (Junaid, 2023; Yulius, 2023). In this context, *Kampung Adat* Wologai, a sacred area within Wologai Tengah Village, located in Detusoko District, Ende Regency, East Nusa Tenggara, has been designated as a *desa wisata* for its cultural significance as a traditional Lio

settlement (Rosalia et al., 2023). *Kampung Adat* Wologai is notable for its clustered Sa'o houses, ancestral rituals, and ceremonial architecture, attracting cultural tourism interest due to its historical and spiritual significance (Edo, 2018).

Despite its cultural appeal, there are no homestay accommodations located within Kampung Adat Wologai, nor are there any currently operating in the broader administrative area of Desa Wologai Tengah. This is due to the fact that the Sa'o houses, central to the identity of Ende Lio Tribe and Kampung Adat Wologai, hold sacred spiritual and

cultural value for the Lio community (Anita, 2023; Edo, 2018; Rero & Maryani, 2022). These houses are not residential structures in the commercial sense, but rather spaces of ritual importance, governed by customary law and ancestral tradition. As such, they cannot be used as tourist accommodations (Lori et al., 2021).

Initially, the training program was designed to provide hygiene and sanitation education with a focus on traditional houses, given the assumption that such houses could be adapted as homestays. However, upon field observation and interaction with local leaders and elders, it became clear that the Sa'o could not serve such a function. In response, the community service team adjusted the design of the program to focus on hygiene and sanitation readiness for modern homes located outside the sacred *kampung* area. This adaptive approach allowed the training to remain relevant and contextually appropriate (Contrino et al., 2024) while continuing to fulfill the core objective of supporting tourism readiness in the village.

Outside of the traditional village compound, however, lie modern houses inhabited by the broader community of Desa Wologai Tengah. These modern dwellings offer a more feasible alternative for future homestay development. Prior to the implementation of the community service activity, interviews and informal discussions with local residents indicated a strong interest and motivation to engage in homestay-based tourism. Residents expressed a willingness to open their modern homes to tourists, especially as a means to diversify their household income and support the recognition of Wologai as a cultural tourism destination.

The central problem addressed by this initiative is the lack of awareness and knowledge among residents regarding hygiene and sanitation standards required for homestay operations. While the motivation to enter the tourism economy exists, there is a clear need to prepare community members with fundamental knowledge in order to ensure a safe, clean, and culturally respectful environment for future guests (Cahyaningsih et al., 2023; Prastowo, 2022). The success of homestay in rural tourism depends not only on cultural authenticity, but also on meeting visitors' expectations for hygiene and health (Singh et al., 2021).

In rural tourism settings, hygiene and sanitation are key determinants of visitor satisfaction and trust (Chi et al., 2020; Robina-Ramírez et al., 2023). Travelers increasingly seek not only authentic cultural experiences but also a basic level of cleanliness, safety, and health assurance during their stay (Hikmah et al., 2024). Inadequate sanitation facilities, poor waste management, or a lack of hygiene practices can significantly diminish the tourist experience and, in some cases, deter future visitation (Elysia & Wihadanto, 2020). Especially in homestay-based accommodation, where guests live in close proximity to host families, perceptions of hygiene directly affect comfort levels and overall impressions of the destination (Ghimire, 2023). Ensuring proper hygiene and sanitation is therefore not only a matter of public health, but also a strategic component of destination competitiveness and reputation in the rural tourism sector.

The objective of this program, therefore, is to increase community awareness of hygiene and sanitation as part of early-stage homestay preparation in Wologai Tengah. The activity is situated within a broader goal of fostering community-based tourism that respects local traditions while advancing sustainable rural development. The training emphasizes knowledge dissemination—rather than technical skill transfer—through pre-test and post-test evaluation, participatory discussions, and scenario-based hygiene learning adapted to local conditions.

Wologai Tengah's physical and social characteristics further underscore the relevance of this intervention. The village is located along a frequently traveled tourism route to Kelimutu National Park and is surrounded by agricultural land and forested hills. Most residents are engaged in farming, traditional crafts, and small-scale commerce. Modern infrastructure such as electricity, road access, and clean water supply is available in some areas, but tourism support facilities remain minimal. These conditions reflect both the potential and the challenges of developing a sustainable homestay network in the village.

This community service activity is part of a broader research-to-practice pathway from Universitas Pelita Harapan's Faculty of Hospitality

& Tourism, that aims to translate field insights into actionable knowledge for local residents. The insights gained during field visits, interviews, and initial assessments have informed the training design, ensuring that the materials are culturally appropriate, community-specific, and responsive to local needs. By aligning community aspirations with practical knowledge on hygiene and sanitation, the program seeks to lay a foundational step toward sustainable and culturally respectful homestay development in Wologai Tengah.

## METHODS

This community service activity was implemented through participatory hygiene and sanitation education targeted at local residents of Desa Wologai Tengah, located in Detusoko District, Ende Regency, East Nusa Tenggara. The program was conducted in March 2025 and designed for individuals and groups identified as key stakeholders in the village's potential homestay development. Participants included male and female residents, members of Pokdarwis (*Kelompok Sadar Wisata*), and the village head (*Kepala Desa*). The training took place at the village hall (*balai desa*) of Wologai Tengah and consisted of two primary instructional methods: lecture-based delivery and group discussion. The lecture sessions were used to disseminate foundational knowledge about hygiene and sanitation in the context of homestay readiness (Dietrich & Evans, 2022; Yanti & Juniarta, 2021), while the group discussions encouraged dialogue, local reflection, and clarification of practical issues related to hygiene at home (Gustavsen & Vennebo, 2025). This interactive format enabled participants to relate the material to their own domestic environments, habits, and aspirations for engaging in tourism.

The training materials covered four thematic areas, each tailored to local living conditions and cultural context: (1) personal hygiene for homestay hosts, including handwashing, bathing, and maintaining personal cleanliness when interacting with guests; (2) household hygiene, with a focus on cleaning bedrooms, kitchens, and bathrooms regularly to ensure guest comfort; (3) environmental sanitation, emphasizing waste separation, safe disposal, and

recycling practices; and (4) water and bathroom sanitation, including maintaining clean water sources, using separate bins, and regular inspection of sanitary conditions. The content was drawn from hotel's SOP, CHSE manuals, and prior field observations. The training used a printed handout and a visual PowerPoint presentation in Bahasa Indonesia, with simple terms and examples adapted to rural settings.

To assess the effectiveness of the training, participants were asked to complete a pre-test and a post-test (Little et al., 2020). Each test consisted of 10 multiple-choice questions designed to measure understanding of basic hygiene and sanitation concepts. Due to the formative and educational nature of the activity, the pre-test and post-test used different but equivalent questions to avoid rote memorization (Pan & Carpenter, 2023). While the question phrasing varied, both sets were mapped to the same cognitive domains: definitions, importance of hygiene, sanitation practices in homestays, and community health principles. This design allowed for more authentic measurement of knowledge acquisition.

Results were analyzed by comparing the percentage scores between the pre-test and post-test. The score improvement was calculated using the formula:  $(\text{Post-test score} - \text{Pre-test score}) \div 10 \times 100\%$ . The increase in percentage was used as an indicator of individual and group-level learning gain. A threshold was used to categorize the extent of improvement into low (0–20%), moderate (30–50%), and high (60–70%) gains. In addition to the test-based evaluation, a qualitative assessment was conducted through open discussions at the end of the session. This allowed facilitators to gather participant feedback, clarify remaining questions, and observe behavioral indicators of attitude change such as interest, participation, and concern about home hygiene practices.

## RESULTS & DISCUSSION

### 1. Results

The hygiene and sanitation awareness training conducted in Wologai Tengah successfully engaged 20 participants consisting of residents, members of

the tourism awareness group (Pokdarwis), and the village head. Each participant completed a pre-test and post-test to assess their knowledge before and after the training. The pre-test scores ranged from 3 to 5, while post-test scores ranged from 9 to 10. These results indicate a meaningful increase in knowledge across all participants.

A summary of the individual score improvements is presented in the table below:

**Table 1.** Comparison of Pre-test and Post-test

Participant	Pre-test Score	Post-test Score	Percentage Increase
Participant 1	4	9	50%
Participant 2	3	10	70%
Participant 3	5	10	50%
Participant 4	4	9	50%
Participant 5	4	10	60%
Participant 6	3	9	60%
Participant 7	5	10	50%
Participant 8	4	10	60%
Participant 9	3	9	60%
Participant 10	5	10	50%
Participant 11	3	9	60%
Participant 12	4	10	60%
Participant 13	4	9	50%
Participant 14	3	9	60%
Participant 15	5	10	50%
Participant 16	3	9	60%
Participant 17	4	10	60%
Participant 18	3	9	60%
Participant 19	4	10	60%
Participant 20	5	10	50%

Out of the 20 participants, 15 achieved a 60% increase in their score, while the remaining 5 participants showed a 50–70% gain. The uniform improvement among all participants illustrates not only the effectiveness of the training but also the high level of engagement and enthusiasm shown by the Wologai Tengah community toward learning

new knowledge related to hygiene, sanitation, and tourism readiness.

The result of this activity reflects the community’s genuine keenness to develop homestay-based tourism as a way to diversify local economic opportunities. Although there are no active homestays in the village at present, participants demonstrated proactive interest during both the instructional and discussion sessions. Several participants raised questions about how to manage guest facilities, maintain hygiene standards for visitors, and promote their homes as potential accommodations in the future. This engagement suggests that the residents do not view tourism merely as an external project but as a participatory opportunity for local advancement.

The positive results indicate that the community views hygiene and sanitation as a critical part of preparing for tourism. Rather than perceiving these topics as technical or irrelevant, participants embraced them as foundational knowledge for establishing trust with future guests. This mindset shift is essential in rural tourism development, where quality of service must go hand in hand with cultural preservation (Liu et al., 2023; Ngo & Creutz, 2022; Sutomo et al., 2024). The learning outcomes from the pre-test and post-test further highlight that Wologai Tengah residents are open to hospitality education and also motivated to transform that knowledge into practical action—particularly through the creation of homestays using modern houses located outside the sacred *kampung adat* area. The training thus served as both a knowledge platform and a clear indicator of the community’s readiness to pursue inclusive, sustainable tourism development rooted in local values and aspirations.



**Figure 1.** Researchers & Village Head of Wologai Tengah

**Figure 2.** Documentation of Community Service in Wologai Tengah

**2. Discussion**

This training initiative effectively increased participants’ understanding of hygiene and sanitation, fulfilling its goal of enhancing community readiness for homestay development. The delivery approach—combining lectures with participatory discussions—enabled residents to actively engage with the material and connect it to their everyday practices (Asem & Rajwa, 2023). Materials were adapted to reflect local conditions



and cultural norms, which contributed to strong comprehension and retention (Syaifuddin et al., 2021). The positive learning outcomes reflect a high level of community interest in supporting tourism development.

Despite the strong knowledge gains, several limitations remain. Currently, no homestays operate within Wologai Tengah, including Kampung Adat Wologai, which is part of the village territory. As a result, participants have not yet had opportunities to apply hygiene principles in active guest-hosting situations. Behavioral change will require additional reinforcement, practical exposure, and ongoing community mentorship (Sutresna et al., 2019). Institutional support from local authorities and tourism stakeholders will be essential for sustaining momentum (Afenyo-Agbe & Mensah, 2022; Prakoso et al., 2020).

To strengthen future interventions, training content should extend beyond hygiene to include core hospitality competencies. These may involve topics such as guest service, communication with domestic and international tourists, and culturally sensitive etiquette (Sofiani et al., 2024). In addition, capacity-building in digital literacy, homestay management, and community-based tourism planning would further equip residents to engage professionally in tourism (Yulius et al., 2024). Pokdarwis members, in particular, could benefit from targeted sessions on promotion and tourism governance.

Wologai Tengah’s cultural richness, including the sacred spaces of Kampung Adat Wologai, positions it as a promising rural tourism destination. However, sustainable development requires an integrated approach that respects tradition while fostering quality visitor experiences (Rhama, 2023). Future programming should therefore support both the preservation of intangible heritage and the gradual introduction of tourism services in appropriate areas of the village. Careful zoning and

community consensus are important to balance authenticity of a community based tourism destination with hospitality readiness.

## CONCLUSION

. This community service initiative has provided meaningful insight into the readiness and enthusiasm of Wologai Tengah's residents to engage in tourism through homestay development. The structured hygiene and sanitation training delivered measurable knowledge improvement among participants and fostered a positive shift in awareness regarding health and hospitality standards. One of the strengths of this program was its cultural adaptability—materials and methods were aligned with the local context and values, making the content relatable and applicable. The interactive learning format also promoted active participation and allowed facilitators to identify community aspirations related to tourism.

Despite these successes, the activity had its limitations, particularly in the absence of immediate, real-world implementation. With no functioning homestays yet established in Wologai Tengah, the training's impact remains at the level of knowledge and attitude change rather than behavioral application. This presents an opportunity for further development: future programs could include hands-on hospitality simulations, ongoing mentorship, and collaborative planning for homestay zoning and management. Integrating hygiene education with broader hospitality competencies and community-based tourism strategies will be essential to support sustainable tourism growth while honoring the cultural and spiritual identity of Kampung Adat Wologai as part of Wologai Tengah's heritage.

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