



NUSANTARA

PRESS RELEASE

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Nusantara Capital Authority

October 21st, 2023

NCA Provides Knowledge for Sepaku Citizen Who also As Homestay Owners

BALIKPAPAN – The Nusantara Capital Authority (NCA) through the Deputy for Social Culture and Community Empowerment (Sosbudpemas) of the NNC Authority provides knowledge of homestay management to residents of Sepaku District, North Penajam Paser Regency, East Kalimantan, lodging business actors in the NNC area.

In order to improve the quality of service and suitability of homestays or lodgings, the NNC Authority is also collaborating with the Indonesian Hotel and Restaurant Association (PHRI) of East Kalimantan and the Balikpapan State Polytechnic in hospitality major to carry out a Guest Service Workshop for managers of homestays, inns and hotels or similar in the Nusantara delineation area, Saturday (10/21/2023) at the Horison Ultima Hotel, Balikpapan Airport.

Deputy Sosbudpemas of the NCA, Alimuddin, revealed that this activity is a form of assistance carried out by the NCA to residents in the Nusantara area and who have been in the business of lodging, homestays, hotels, and the like.

Increasingly, more and more people will come to the Nusantara area. So tourism around Nusantara must be ready to attract the attention of guests, one of which is that hotel or other facilities must have good service.

"Tourism is a business of happiness. If the guests who come are happy, they will easily spend money on shopping. Adding stay time," he told reporters after opening the activity.

Alimuddin explained that in East Kalimantan the actual level of visits is still low. Because most of these people don't come for more than two days. Or even less than two days.

This, he said, because there were several problems. Perhaps tourism has not been managed well. And another thing that is no less important is accommodation. Is it good, so people feel comfortable. So, this as part of the tourism industry must be improved.

"Managers must be able to provide the best service, facilities, and even smiles," he said. In addition, management, also needs to understand these guests, given happiness. What is also required is the skill of serving these guests.

"When we stay at a hotel, if the breakfast is not good, it's uncomfortable, the next day we don't want to stay there again," he said.

So this is what the hotel business must understand. Inn owners will be provided with equipment by experts, so can give the best service to the guest.



Later, if the Special Regional Government (Pemdassus) functions to carry out its duties and functions, many people will visit Nusantara. Now it is still felt by Balikpapan. But later that will also happen at Nusantara.

"So we hope that the homestay managers or owners at Nusantara are ready to accept people who visit. We must be able to direct them to stay at Nusantara," stressed Alimuddin. For your information, he said, in the Nusantara area there will be several star hotels, including the Vasanta Hotel, Nusantara Hotel, Jambu Luwuk Hotel, Pakuwon Hotel and others. But lodging businesses don't need to worry because they have their own market share.

On that occasion, the Chairman of PHRI Kaltim, Sahmal Rukip, said that lodging businessman must have independence in thought patterns, behavior and so on to achieve maximum results.

"There needs to be some thought so that they are not surprised. Because their area was previously not as busy, now there are lots of visitors. Their enthusiasm for participating in this kind of training is a better first step," he said.

He explained that currently in East Kalimantan there are almost 200 star and non-star hotels and 350 restaurants. According to him, this is extraordinary enough to provide services for guests who come to East Kalimantan.

"Currently, Balikpapan is ready to back up the PPU," he said.

For areas around Nusantara, namely PPU, it does require improvement in several areas. So that competency tests and eligibility certificates will be carried out in all fields. Needs improvement in areas such as housekeeping, HRD, and others.

"Later it will continue to be developed and we, PHRI, are ready to help," he said.

The Chief Executive of the activity, Adi Kustaman, revealed that this workshop was attended by 60 people, so far they have been homestay and hotel business actors in the Nusantara area. He admitted that this was in line with the existence of Nusantara in East Kalimantan, especially in the Sepaku area, and many accommodation businesses were already widespread. The party is currently collecting data on this accommodation business unit.

According to him, excellent service does not necessarily have to be a star-rated building or hotel, but homestays or lodgings can also provide the best service, but by showing friendly service, clean rooms and decent facilities, thus providing comfort for visitors who want to get services to stay at hotel.

"This is a good moment for us to collect data on homestays, inns, hotels and the like, to provide assistance and guidance for accommodation service providers in Nusantara," he said.

So far it is estimated that approximately 30 which have been recorded, and this is still growing. He saw that there were several new buildings that could be used as hotels. This is a chance to seize opportunities at Nusantara. Where the occupancy rate of accommodation rooms reaches 80 percent, especially in the area around Nusantara.



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"We hope that this activity can provide provisions for all participants, so that they can increase their family income. "We will also carry out coaching activities for communities in and around Nusantara in the Kutai Kartanegara Regency area," he concluded.

Notes:

Excerpts from photo documentation and activity descriptions are at the bottom of the Press Release.

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#WorldCityforAll
#Nusantara
#CapitalCity

Nusantara is the future Capital City of Indonesia, which was determined and regulated by Law Number 3 of 2022. It is located on the east coast of Borneo Island. The area of the Nusantara is almost four times of Jakarta, which is approximately 256.142 hectares and the sea area is 68.189 hectares. Nusantara will change its development orientation to become Indonesia-centric, and function to accelerate the country's economic transformation. Nusantara Capital Authority (NCA) is the authority that manages and regulates the Nusantara. NCA is a ministry-level institution which was formed by the Indonesian Government, working directly under the President of the Republic of Indonesia. NCA is tasked with supporting the preparation, development, and relocation of the national capital city to the Nusantara.

PHOTO DOCUMENTATION

Source : Public Relations of Nusantara Capital Authority



Opening of Guest Services Workshop for Homestay/Inn/Hotel/the like Managers in the Nusantara National Capital Delineation Area



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