

## Conference Paper

# Human Resource Development Implementation As A Development of Regional Tourism Development in Central Java

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## Abstract

The tourism sector is one of the mainstay sectors of the Indonesian government to generate foreign exchange, therefore the use, development, management, and financing of tourism areas must receive serious attention from the government by involving the role of government institutions, related stakeholders and participation of all levels of society in various policies and programs to be taken. This study tries to examine the description of good governance concepts and practices, institutional processes and procedures, development financing for the development of the tourism sector that is associated with education to improve the quality of human resources in the tourism sector. The approach used in this study is a qualitative approach with descriptive methods. Sources of data were obtained from field observations, interviews, group discussions and are expected to be able to encourage the development of regional tourism, especially destinations around the community through empowering the surrounding community to set destinations well. In order for all aspects of tourism management to work properly, the role of local government is needed in providing education support and support in the field of tourism, so it can fill the shortage of experts who will be placed in institutions or industries related to local tourism.

**Keywords:** Tourism Development, Tourism Education, Human Resources, Tourism, Development.

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## 1. Introduction

In the current era of globalization, the tourism sector is the largest and strongest industry in financing the global economy. The tourism sector will be the main driver of the world economy in the 21st century and become one of the globalized industries. Tourism has provided considerable foreign exchange for various countries. Indonesia as the largest archipelagic country in the world which consists of 17,508 islands or also known as the archipelago or maritime nation, has realized the importance of the tourism sector to the Indonesian economy because Indonesia's tourism growth is always above Indonesia's

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economic growth. Building tourism in regions that are in the stages of discovery has the complexity of the problem that must be solved so that later it is expected to run in accordance with the program planned (Ballantyne, Hughes, Ding, and Liu (2014). The development of tourism is part of national development with the aim of expanding business opportunities and employment opportunities. The complexity in development also cannot be separated from the willingness of stakeholders to move the tourism sector as one of the regional revenues that can be relied on by Xu, Cui, Sofield, and Li (2014). That can be relied on as regional income. With the existence of these natural resources, there is a need for workers who have the skills and abilities that are in accordance with their fields so that the management becomes directed and not off track (Jamal & Camargo, 2014). Many obstacles faced in the development of tourism in the region, but from all that human resources as managers are key factors in regional tourism development. The ability of human resources who manage regional tourism must have good skills in science so that they can apply it when working later. Tourism development that has been carried out by both the government and the private sector has increased the number of tourist arrivals from one region to another. Tourist visits will stimulate social interaction with residents around the tourist attractions and stimulate the response of the surrounding community according to their ability to adapt both in their economic, social and cultural fields (Fan, Wall, & Mitchell, 2008; Gu & Ryan, 2009; Sofield & Li, 2007)

Based on the results of observations in the field encountered conditions faced by the government in the development of tourist areas in Indonesia, among others, as follows: 1) Limited support for supporting facilities and infrastructure is also one of the problems that need attention. Where the support of facilities and infrastructure is an important factor for the sustainability of the implementation of tourism activities, such as the provision of access, accommodation, tourist transportation, and other supporting infrastructure. There are still many tourism areas that are very potential but still not supported by adequate facilities and infrastructure. In addition, the facilities and infrastructure built only for local interests, have not been able to serve the needs of the implementation of tourism outside the location. For example, the provision of tourist transportation is only available in the area of tourism, but transportation facilities to reach the area from outside access are not yet available; 2) Limited costs or budget for the development of the tourism sector; 3) The unavailability of human resources (HR) that are truly capable of seeing the opportunities and challenges of the tourism sector; 4) There has been no coordination between local government agencies and stakeholders in the tourism sector. For example the linkages in cooperation between local governments and

entrepreneurs managing tourism objects, hotels, restaurants, transportation, telecommunications, tour guides or guides and so on; 5) There is no effective tourism marketing and promotion program, which uses a professional approach, partnerships between the private sector, the government, and the community and strengthens institutional networks, to increase tourist visits both foreign tourists and domestic tourists.

This study aims to identify and analyze Policies relating to financing for the construction of facilities and infrastructure in developing tourist areas in Central Java, Coordination between government institutions and stakeholders related to the tourism sector in Central Java and human resources needed to develop the tourism sector in Central Java.

## 2. Methodology

This paper uses a qualitative approach and descriptive analysis to identify the problems raised above related to the development of regional tourism in Central Java. Improvements in human resources, as well as literature review from various sources of information, and data that we obtain from tourism service samples are also used. The primary data we get from informants as employees at several tourist attractions in Central Java is used as a reference or guide in analyzing these problems.

## 3. Results and Discussion

### 3.1. Sustainable tourism development

According to Yemen and Mohd (2004, in Nurhidayati 2012) it is characterized by four conditions, namely: (1) Members of the community must participate in the process of tourism planning and development, (2) Education for hosts, industry players, and visitors/tourists, (3) The quality of wildlife habitats, energy use and microclimate must be understood and supported, (4) Investment in alternative forms of transportation. Efforts to develop sustainable destinations in the province of Central Java, especially those around the community by the government are involved in the process of tourism planning and development, the government invites stakeholders around the destination such as the village head and POKDARWIS chairman as representatives of the community, in a Focus Group Discussion (FGD) for destination development in each destination. The community is given a form of training and understanding of tourism through tourism-aware socialization and other programs. However, the provision of

understanding or education to tourists has not been done optimally (Ballantyne, Hughes, Ding, and Liu, 2014). This needs to be done in an effort to preserve both the culture and the surrounding environment to be maintained. In order to be sustainable, there is a need for continuous socialization efforts, both in the form of writing and verbal, to tourists that can be carried out by the community to the tourism industry players who got it from formal education (Fan, Wall, & Mitchell, 2008; Gu & Ryan, 2009; Sofield & Li, 2007). Nandi (2016) argues that tourism education is one of the keys in developing the potential of tourism (tourist areas), because this field requires skilled labor which must be continuously developed. The development of knowledge of the workforce is emphasized on three main things (Warsitaningsih, 2002 in Nandi (2016)): 1) Development of knowledge about service procedures related to the variety of tourism activities, such as services in hotels, in contrast to services in recreational areas or on travel. 2) Development of knowledge about equipment and equipment needed in the field of service. 3) HR development related to the development of attitudes, behavior, manners, and so on. In providing services related to the tourism sector most of the business products related to tourism cannot provide maximum service (Jamal & Camargo, 2014).

### **3.2. Good Governance Concepts and Practices in the Management of the tourism sector in Central Java.**

The application of the principles of good governance in the process of tourism management in Central Java uses the theory of Agus Dwiyanto (2008: 79) which includes several things as follows:

#### **3.2.1. Participation**

Participation as one of the characteristics of good governance is interpreted as community involvement, which is a process in which stakeholders influence each other and share control over development initiatives, decisions, and resources that will affect them. The success of tourism management in Central Java is also inseparable from the active participation of members of the community. The Kampong community, both as a whole system and as individuals, is a very important internal part of the tourism management system aimed at creating a prosperous community in the area concerned (Valente, Dredge, & Lohman, 2015; van der Zee, Gerrets, & Vanneste, 2017; Keyim, 2017; Presenza, Del Chiappa, & Sheehan, 2013). Therefore the responsibility of managing village tourism is not only in the hands of the management parties such as the Tourism Management

Unit in Kampung Bandar, the Culture and Tourism Office, the City Government but also in the hands of the village community itself.

### 3.2.2. Transparency

The application of the principle of transparency is one of the important points in realizing good governance. By conducting interviews about the application of the principle of transparency to several parties involved in the management of tourism villages, the application of the principle of transparency has not run optimally. This can be seen from the lack of socialization carried out by the Pekanbaru City Government and the Culture and Tourism Office to the community regarding the policies and programs that will be implemented, information through the media is also not very effective because not all people consume print media. In the management of tourism villages the government has not optimally applied the principle of transparency, the absence of socialization of government programs relating to the Village Tourism Program to the community directly and overall is also one of the evidence of government transparency that is not optimal (Hall, 2011a, 2011b; Keyim, 2017). Because all this time the Central Java City Government through the Culture and Tourism Office only held training and training. In terms of village tourism, transparency is more carried out by the Tourism Management Unit as the manager with the central government through the Ministry of Education and Culture (Hall, 2011a, 2011b; Keyim, 2017).

### 3.2.3. Accountability

Another principle that characterizes good and clean government is the application of accountability. Accountability is a form of government accountability for the management of resources and the implementation of policies. All that must be accounted for by the government, whether its success or failure is measured based on the goals and objectives that have been set (Baggio et al., 2010; Bramwell & Lane, 2011; Hall 2011a, 2011b). Accountability management Village tourism in Central Java is very important to know. Government accountability for the policies made is also seen from the supervision carried out by the government in relation to the program programs that are made and will be implemented. But in terms of the realization of accountability in the management of tourism in the Village of Kampung Bandar, when viewed from the results of interviews and observations made by the author, accountability from the government was not met. The unrealized village tourism development programs are also entirely due to the

limited and/or lack of capacity of the tourism managers in the province of Central Java (SDM) and the lack of coordinators from the City Government. It can be seen that the accountability of the Government towards the Village tourism policy program in Central Java province is still minimal when seen from the lack of supervision and implementation of the programs that have been planned (Hall, 2011a, 2011b; Keyim, 2017). This proves that the government has not fully implemented principles of good governance or good governance in the management of the province's tourism village in Central Java.

#### **3.2.4. Effective and Efficiency**

Central Java Province, especially in remote tourism areas, is very important to know in order to find out whether the process is truly appropriate or not. Measures used to find out this realization such as the time during the Tourism Village management process, or the realization of Tourism Awareness Training has been proven in the form of application and development or vice versa (Beritelli, 2011; Gausdal, Svare, & Möllering, 2016; Kugler & Zak, 2017). Besides this, there must be an effort to always improve the effectiveness and efficiency of the utilization of available resources. The lack of efficiency and effectiveness principles will lead to financial waste and other state resources (Nunkoo and Gursoy, 2017; Nunkoo et al., 2012; Nunkoo & Smith, 2013). The principle of legal certainty is the principle in a state of law that prioritizes the basis of legislation, compliance, and justice in every policy of state administration.

#### **3.2.5. Legal Certainty (Rule of Law)**

Based on its authority, the regional government must support the establishment of the rule of law by carrying out various legal regulations and reviving the values and norms prevailing in the community. The government has applied the rule of law principle that is in the management of the Kempung Bandar Tourism Village it has a legal basis in the form of the Decree of the Head of the Provincial Culture and Tourism Office of Central Java (Nunkoo and Gursoy, 2017; Nunkoo et al., 2012; Nunkoo & Smith, 2013).

#### **3.2.6. Responsive (capture power)**

Responsiveness or capture capacity is the organization's ability to identify community needs, develop priority needs, and develop them into various service programs. responsiveness measures the capture capacity of the organization against the expectations,

desires, and aspirations, as well as the demands of citizens of service users. This means that the organization in question both the organization formed by the community and organization in the form of institutions such as service and government must be responsive to what is expected by the community in a program that is being undertaken (Nunkoo and Gursoy, 2017; Nunkoo et al., 2012; Nunkoo & Smith, 2013). In the management of Central Java provincial villages, this has not been fully implemented. It is because there are still many demands and desires of the community that have not been able to be met or responded seriously and surely by the organization concerned in terms of managing village tourism. These organizations are the city government and cultural services and provincial tourism in Central Java (Beritelli, 2011; Gausdal, Svare, & Möllering, 2016; Kugler & Zak, 2017).

#### 4. Conclusions and Recommendations

The development of tourism in Indonesia appears as a new industry which is expected to boost national and regional income, so the government strives to develop this sector in order to prosper the people. Therefore, the management, development, and financing of tourism areas requires the carrying capacity of many stakeholders (public, private, and society) so that the process can run smoothly. However, the success of the development of this region is also strongly influenced by several matters. These are: the conditions of security and political stability; the carrying capacity of human resources who have expertise in terms of both quality and quantity; the budget used to develop tourism facilities and infrastructure; legal policies that provide convenience, security, transparency and convenience for investors and tourists in investing and enjoying tourist areas; as well as socialization and promotion of the development and utilization of tourist areas. Based on the results of the identification and analysis of the problems described above, we can recommend things that need to be considered in developing tourist areas, as follows: 1) Accelerating the recovery of domestic political and security stability so that it is expected to remove the stigma of the existence of terrorists in Indonesia; 2) The tourism sector is a tertiary sector where the preference of tourists is largely determined by the level of comfort, so the support of facilities and infrastructure to increase accessibility to the location of tourism objects is absolutely necessary; 3) Improve the quality and quantity of human resources as policy actors in the tourism sector through formal and non-formal education levels; 4) Develop partnerships with funding institutions (banks and non-banks) both government and private institutions to create new investments in order to develop tourist destinations; 5) To achieve the

successful development of tourism activities, it must be coordinated and integrated between all relevant parties so as to realize cross-sectoral integration and avoid conflicts between sectors; 6) Increasing community participation in tourism development and the implementation of development. In organizing tourism activities must involve the local community, so that the benefits can be felt directly by the community; 7. Implement effective promotion programs on an ongoing basis.

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