

THE ROLE OF HUMAN RESOURCES IN TOURISM DEVELOPMENT TO INCREASE REGIONAL INCOME OF SUMEDANG REGENCY

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ARTICLE INFO

Keywords:

Human Resources
Tourism Development
Regional Income

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ABSTRACT

Because the tourist industry is one of the most significant contributors to the overall expansion of a region's economy, it is imperative that all aspects of tourism development be taken into consideration. When it comes to the development of tourism, one factor that needs to be taken into consideration is the issue of human resources. As a result, the purpose of this study is to investigate the function of human resources in the expansion of tourism as a means of boosting the income of the Sumedang district. The approach of qualitative descriptive analysis was utilized in the course of this research. And the data collection instruments include things like observations, document analyses, interviews, and studies of published works of literature. This is how the data is collected. According to the findings of the study, the efforts made by the government of the Sumedang district in order to increase the income of the region include the development of all tourism potentials that are now available. In addition to the role that infrastructure plays in the development of tourism, the role of natural resources also plays an important role; as a result, education and training are required, particularly for human resources, which are primarily the community that is located around tourist attractions.

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1. INTRODUCTION

The development of the tourism sector in Indonesia over the last few years has become one of the areas highlighted by the government (Aliansyah & Hermawan, 2019). It is undeniable that the Indonesian tourism industry contributes to the increase in Gross Domestic Product (GDP) through foreign revenue and provides employment opportunities for the Indonesian population (Mudrikah, 2014). and the significance of the impact of tourism on the Indonesian economy (Yoety, 2008).

However, in recent years, tourism has emerged as a viable industry with the potential to boost national economies. The tourism industry's planning and development is often overlooked as a top government priority in many countries (Sujai, 2016). Human resources essential to provide good and effective service to tourism operations are often overlooked in the planning and development stages of tourism in many nations. To the point of being utterly disregarded in some circumstances (Setiawan, 2016). This causes major issues for the tourism industry and makes it harder for local communities to benefit economically from tourism's growth (Rihardi, 2021).

Due to the high human contact in the tourism industry, training and education of workers is crucial to its success (Gruescu et al, 2008). Human resources are crucial to the growth of the tourism industry. People in both the active roles of visitor and employee make up the tourism industry's human resources (employment). Human resources in government institutions, human resources acting as entrepreneurs (entrepreneurs), who play a role in determining worker satisfaction and quality, and experts and professionals, who play a role in

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monitoring, controlling, and improving tourism and community quality, are all examples of how human resources can play a role as workers. near tourist sites that aren't already covered by the previous subheadings but are nonetheless crucial to the ease and happiness of vacationers (Nickson, 2013).

Human resources (HR) can be related to tourism in the sense that it encompasses a wide range of activities and is facilitated by a wide range of facilities and services given by the community, businessmen, government, and local governments (as per Law Number 10 of 2009 Concerning Tourism). Meanwhile, tourism encompasses a wide range of endeavors, both academic and professional, that are intrinsically linked to the experience of visitors to a given destination. These include exchanges with natives, fellow travelers, state and federal agencies, and business owners (Bahiyah et al, 2018). In the meantime, the tourism sector is made up of several companies that work together to supply visitors with the necessities of their vacations (Utama, 2015).

When it comes to developing the tourism industry, human resources are a key component. Human resources are crucial in the tourism industry since people are the most valuable asset of any business. Human resources is crucial to achieving optimal performance, especially in service industries (Evans et al, 2012). The human element is a critical success factor in several fields where it plays a significant role. In the tourism business, for example, organizations have personal, intangible relationships with their customers that rely heavily on the enthusiasm and care of their employees (Pajriah, 2018).

The development of tourist areas is carried out by prioritizing human development, especially local communities where they will directly or indirectly interact with tourists, so that local communities are able to adapt and there is equality and balance in the tourism industry (Saputra & Ali, 2020). Natural resources and human resources are often used at regional level tourism for their tourism attractiveness (Kurniawan, 2020).

Human resources who have an important role to contribute in developing tourism in the area are the people in the tourist area (Yulianah, 2021). Human resources are an important aspect of the tourism element, because tourism requires intervention from human resources so that tourism can develop and increase tourist visits (Palupiningtyas et al, 2020). However, there are still many people in Sumedang Regency who are not aware of tourism and do not have the view that tourism can improve their economy. Therefore, increasing the role of local communities as human resources in tourism development must be involved so that they can feel the benefits directly. Based on this background, this study aims to analyze human resources in tourism development to increase regional income in Sumedang district.

2 METHOD

In this study, researchers used a qualitative approach, namely an inductive approach. Based on the research objectives, this type of research is categorized into descriptive research. The result of descriptive research is a clear picture of the research subject (Sugiyono, 2011). Based on data collection techniques, this research is included in qualitative research. Researchers used in-depth interviews and literature study as data collection instruments (data obtained during the study were divided into primary data and secondary data. Data collection techniques used in this study were qualitative data collection techniques in the form of field studies and field studies). library research. The two data collection techniques are in order to obtain more comprehensive and in-depth primary and secondary data regarding the issues raised by the author (Hermawan, 2018). The location selection in this study was carried out in a place that could support research and be relevant to the problem. In this study, the research location is Sumedang Regency, especially the regional tourism sectors in Sumedang Regency.

3. RESULTS AND DISCUSSION

1. Increasing Regional Tourism Potential in Sumedang Regency

Sumedang Regency is one of the areas in West Java Province that has a lot of potential in the tourism industry. Sumedang Regency has tourist attractions according to the type of tourism, namely Artificial Tourism (Artificial Of Tourism), Cultural Tourism (Culture Of Tourism), Nature Tourism (Natural Of Tourism), and

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Religious Tourism (Religious Of Tourism). The mainstay of tourism in Sumedang Regency is natural tourism, namely Mount Tampomas, a mountain located in the Mount Tampomas Natural Tourism Park area. Mount Tampomas is often a destination for climbers, both professional and amateur. Because the mountain which has a height of about 1,684 meters above sea level, has a fairly friendly hiking trail. The peak of Mount Tampomas is called Sangiang Taraje, which is the main destination for climbers. The time range to arrive at Sangiang Taraje is around 3 to 4 hours of climbing, it depends on each person's physical strength. Besides Mount Tampomas, other mainstay natural attractions are Puncak Damar Jatigede, Situ Biru Cilembang, Gunung Kunci Forest Park, Mount Batu Tanjungsari, Cipelang Spring Tour.

Due to the geographical location of Sumedang district which is surrounded by mountains, there are also many waterfall and bathing attractions such as Curug Gorobog, Curug Ciputrawangi, Curug Sabuk, Curug Buhud, Cileungsing Hot Springs at the foot of Mount Tampomas, Sirah Cipelang Springs, Cikandung Springs. . Besides that, there are several artificial tours in Sumedang district such as Jatigede Reservoir Tour, Tanjung Duriat Tour, Puspa Park Educational Tour, Toga village. Religious tourism in Sumedang district such as Pasulukan Dewi Candra Wulan, Sanghyang Kolaq Tomb, Munjul Site Religious Tourism and the noble Dayeuh tomb. Lastly, Cultural Tourism is the Prabu Geusan Ulum museum which contains objects from the past, as well as heirlooms of the ancestors.

With its tourist attraction, Sumedang district has great potential to be able to attract visitors or tourists from both domestic and foreign countries. The number of tourist attractions in Sumedang Regency in 2019 was 814,938 people. With the number of domestic tourists reaching 810,790 and 4,148 foreign tourists. This figure decreased the following year due to the effects of the Covid-19 pandemic. However, before the tourism pandemic occurred, Sumedang district had a very encouraging percentage of growth in the number of domestic tourists from 2018-2019.

2. Human Resource Problems in Tourism Development in Sumedang Regency.

In the realization of tourism there is an interaction between humans who travel/tourists who act as consumers and humans who offer tourism products/services as producers. Human resources are mostly local people who live in tourist attraction areas, because it is the local community who will deal directly with tourist visitors (Indra, 2021). Therefore, the role of the community as actors or human resources in regional tourism must be able to compete with entrepreneurs or investors who come. So that the social culture of the people of an area, especially the culture of the Sumedang district, is not lost because there is cultural globalization that occurs in the tourism industry.

In addition, the community in Sumedang Regency also lacks awareness of tourism that can advance the economy in an area. The tourism industry is still underestimated by the local community. Most of the tourism human resources in Sumedang Regency still do not have professional certification. Which is needed to convince tourists regarding the professionalism of tourism human resources in Sumedang. Especially the skills of tour guides and accommodation service personnel, especially in the homestay business.

Human resource development related to the development of attitudes, behavior, manners, and so on. These things are always changing and leading to progress, so they must always be improved. The absorption capacity of the tourism industry is the ability of the tourism industry to absorb and accept employees from the surrounding community and educational institutions to work within the scope of tourism work. The ability to absorb employees in the tourism industry is influenced by the following factors : 1. The size of the industry, the size of the tourism industry will determine the number and types of jobs that require employees, so that it will also determine the magnitude of the tourism industry's absorption capacity. 2. Availability of prospective workers, general educational institutions and vocational education is a place to produce labor, for example through local human resources who are trained and who come from educational institutions 3. The suitability of the ability of prospective workers with the field of work, strict selection is one of the The way to absorb professional employees means having the ability in accordance with the required field of work and can

determine the amount of absorption of the tourism industry. 4. Economic conditions are the main factors that determine the amount of absorption of an industry to the surrounding community.

The current economic crisis situation is one of the factors causing the low absorption capacity of the tourism industry. Thus, from all existing dimensions, it can be seen that human resources rely on two important indicators, namely the level of education possessed by employees and the level of skills related to the field of work involved. handled by the employee.

3. The Role of Human Resources in Tourism Development to Increase Sumedang Regency Regional Income

Tourism human resources have an important role in the development of the tourism industry. With the competence of good tourism human resources, it can help to build and develop tourism optimally. Human resources in tourism in the Sumedang Regency area who have a role and contribution in tourism development including tour guides and accommodation services, especially homestays. So that the role of human resources can help optimize tourism development, good management and regulation must be carried out related to the factors that affect the quality of the role of human resources in tourism in Sumedang Regency.

According to Schuler & Jackson (1987), there are two factors, namely education and training that can improve human resources in playing a role in the tourism sector in Sumedang Regency. In an effort to develop tourism human resources in Sumedang Regency, tourism education is an important factor in developing tourism potential. A skilled, skilled, and professional workforce in their field is an absolute requirement in improving the quality of service at the professional level. In addition, in increasing the development of the role of human resources in tourism in Sumedang Regency, it can also be done through training. Training is able to improve the ability of human resources in understanding the knowledge of practitioners which aims to improve skills, skills and attitudes in achieving the goals needed in the organization. In preparing human resources to support tourism, the types of training that can be implemented in tourism in Sumedang Regency include: 1) Tourism Training; 2) Regional Tourism Potential Awareness Training; 3) Tour Guide Training. However, in this case, the focus is more on the training of tour guides and homestay accommodation services as a solution in increasing tourism development in Sumedang Regency. In addition, the surrounding community must also be actively involved in tourism development in Sumedang Regency by maintaining friendliness and a positive impression so that tourists will return and recommend to others.

The role of tourism human resources is very useful for the success of tourism development in Sumedang Regency so that it can increase regional income, in addition to the role of facilities and infrastructure at tourist facilities in Sumedang Regency. Therefore, in addition to the development and arrangement of tourist areas in Sumedang district, of course, it must be balanced with the quality of adequate human resources. These human resources are all elements that exist in the community around tourist destinations both as tourism managers, governments, and tourism practitioners. So that tourists who visit can feel the feasibility of service, good attitude, and satisfaction in traveling which of course means it can improve the standard of living of the people around tourist attractions and increase regional income in Sumedang Regency.

4. CONCLUSION

Various efforts have been made by the Sumedang district government in increasing its regional income, one of which is through tourism. Regional tourism development is expected to be able to boost the economy and the welfare of the community so that efforts need to be made to improve tourism development both in terms of government, community and stakeholders. The tourism potentials that can be developed in Sumedang district include natural tourism and artificial tourism which have high tourist attraction potential. Human resources as the main actors in the tourism industry have an important role in tourism development. It is necessary to implement a tourism human resource management strategy through education and training because the role of human resources is the key to the success of a tourism industry. The main human resource

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in the tourism industry is the community around the tourist area, so that awareness of tourism must be given to the community so that they are able to survive the existing competition.

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