



Article

Collaboration of Village Apparatus in Managing Human Resources in Tourism Village Management

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Abstract: This study investigates the function of village apparatus in promoting environmentally friendly tourism development. By evaluating the present constraints on infrastructure, community involvement, and human resource skills, this study fills the knowledge vacuum about efficient management solutions for village-based tourism. Interviews and observations with village officials and community people were used to gather data using qualitative descriptive methodologies. The objective was to increase community awareness of and participation in tourist management. The community's capacity to manage and develop its tourist potential was found to have greatly improved with the implementation of management literacy training. The ramifications of this for policy and practice in rural tourist management underscore the necessity of community-based approaches and frameworks for sustainable development.

Keywords: Tourism Village, Human Resource, Tourism

1. Introduction

The economic aspect plays a very important role in increasing the development of a region, including villages. Villages have broad autonomy in carrying out regional development. This is a great opportunity for regions, including villages, to manage the resource potential of each village in order to improve the welfare of the community [1]. Village potential is all natural resources and human resources that exist and are stored in the village [2]. Currently, the concept of sustainable development is a topic that is widely discussed. Sustainable development is a human effort to improve the quality of life while still trying not to exceed the ecosystem that supports life. Sustainable development has become an important issue that needs to continue to be socialized in society so that society and our country can compete and develop following global developments [3].

One of the sectors supporting village development is the tourism sector. Tourism is a mainstay sector for foreign exchange earnings in Indonesia and is a sector that has an increasingly important position in the development of various regions in Indonesia [4]. Tourism products are divided into products that have a physical form (*tangible*) and products that do not have a physical form (*intangible*) [5]. In developing the tourism sector, villages also play an important role in paying attention to social, environmental and even cultural aspects. Several regions are starting to move towards sustainable tourism as an effort to improve the economy while preserving the surrounding environment.

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Obtaining economic benefits from the development of tourist villages has had positive and negative impacts on the community in the tourist village environment. Some people change attitudes/behaviors that are not good. In the past, the 'village' was calm, shady, "guyub - harmonious", and soothing not only by the variety of vegetation, social life of the community, but also by the "innocent", polite and courteous attitudes and behavior according to village ways. Now "the village" has changed since the introduction of tourist activities. Bringing "wong kutho" (city people) to a village but not finding "ndeso people" in the village is a form of mistake if the village agrees to become a tourist village. Forms of competition, both between individuals and groups, that occur in villages with the potential intensity of causing conflict will result in weakening the management of tourist villages, which in turn will cause tourist villages to "stall" without being managed by the conflicts in question, as will the problem of the existence of "tourist villages." " inside the "tourist village".

The role of external factors can also influence the management of tourist villages, if they are not properly guided they can lead to interventions or even exploratory actions that ignore environmental aspects in a broad sense. Bringing as many tourists as possible to a tourist village without paying attention to the supporting capacity surrounding the tourist village is an action that violates the concept of "eco tourism" which should be inherent in the management of tourist villages. Adding facilities and services in order to bring as many tourists to the village as possible by attacking the "harmonization" of the village's spatial planning is also not a wise action.

Tourism can be seen as something abstract. A phenomenon that describes the departure of people within their own region or country, or the crossing of people at regional or national borders. This traveling process results in interactions and relationships. From here, tourism must truly be an instrument for gaining experiences (social, spiritual, educational) and pleasant memories.

The practice of Sapta Pesona Wisata by people in tourist villages will be an interesting and enchanting presentation for tourists. However, this practice must run in parallel with obtaining benefits for society. Tourism village management is closely related to community empowerment which not only involves them as objects but also as subjects. The practice of Sapta Pesona Tourism is a necessity, not something that is forced or ordered. Rural tourism can be understood as tourism with the attraction of village life which has special characteristics in its society. Potential natural attractions, potential unique cultural attractions have the opportunity to invite tourists to come. Village life itself is both an object and a subject of tourism, although it is not easy to realize an area as a rural tourism destination. Therefore, must a long journey be taken for the existence of a tourist village? Community awareness of the ownership of potential, the ability to manage it, the ability to preserve the environment in a broad sense are the stages that must be passed for the existence of a tourist village, in addition to other aspects which include: the role of the community, identification and assessment of potential, institutions and management systems, product and marketing, human resources, role of policy owner.

Things to Consider in Efforts to Build and Develop Tourism Villages

These are several things related to the introduction which could be a reference for efforts to build and develop tourist villages.

1. The role of society

Tourism village management is based on environmentally sound management and community empowerment, not community empowerment. In a position like this, the role of society is not only as an object but also as a subject. The ability to manage it, which is supported by the commitment of all its residents, must truly be able to provide or present an impressive, pleasant, natural rural "atmosphere". The questions are: (1) Is it true that it is not so easy to educate people who are not used to rural life and farming to become tourism business management groups? (2) Is it true that educated people in villages find

it difficult or not interested in managing their villages, including for tourism activities? If so, the answer is:

- a. Motivators are needed with persuasive actions full of patience to encourage people to be able to manage tourism businesses in their villages without having to leave their profession or work.
- b. Attractions that can be given to educated people so they are able and willing to manage their villages, including for tourism activities, include; are: Given the opportunity to devote their expertise to the village as a form of concern for the "progress" of their village, which produces and prospers the community without ignoring the "environment".

For example, this service takes the form of information management, product creation or packaging, promotion and marketing which must use the latest communication technology or media. Their role must be adequately appreciated. They can act as professional tour guides, even on a *free-lance* or *part-time basis*, in addition to providing needed tourism services.

It is highly recommended that the role of the community be guided by Village Regulations (Perdes) which will direct the implementation of tourist village activities. And various problems or problems that arise can be resolved with "rembugan" management on the basis of deliberation to reach consensus.

2. Identification and assessment of potential

The results of the potential identification and assessment are in the form of a tourism information guidebook that is meaningful, easy to understand, and interesting and convincing. This guidebook contains various things about managing tourist villages, both informative and applicable in the form of information on product offers. This guide can then become a promotion and marketing tool that is *accessible* (easy to access) both *online* and manually. The data and information contained in the guide must always be "*up-to-date*" so that it goes hand in hand with changes or developments.

3. Institutions and management systems

A "credible" Management Institution is needed with human resources who have mastery of the knowledge, skills and ethics required by tourism village management actions. Institutional structures may include; for example: Supervisor/Advisor, Chairman, Secretary, Treasurer and Field Coordinator. Furthermore, the management system will be in the scope of explanation, as follows: Name of manager, Legal Entity, Address and "Contact Person", "Office Hours". Apart from that, information is also needed about the location plan/spatial settings: *Map directions, Attraction Arena, Route Packaging, Parking Area, Arrival/Departure Place, Shopping/Souvenir Arena, Secretariat and information service center (tourist village)*.

Explanation or understanding regarding investment/procurement of management funds, rights and obligations of managers, financial management (including profit sharing), and other related issues are also important issues in institutions and management systems.

4. Products and marketing

Tourism products are facilities or services that tourists need. These products can be in the form of tourist objects and attractions, accommodation (for example: *homestays*), transportation (vehicles), provision of food/drink needs, souvenirs, and so on. The product can be packaged into one packaging unit, called a tour package. The attractiveness of the packaging is important for promotion and marketing. Products can be arranged based on time allocation (*product by time*), or products based on activity themes (*product by theme*).

5. Human Resources

Human Resources are an important asset for organizations managing business activities, including managing tourist villages. The existence of Human Resources will determine whether the business organization will progress or not.

So far, innovation programs for developing tourist villages have not been carried out in a sustainable manner so that the programs carried out only emphasize the outputs achieved by the program. The integrated nature of the output and the emphasis on sustainability of the tourism village development program have not been felt as a whole. The main problem is the lack of management knowledge in managing tourist villages. Specifically, the aspects that cause tourism village management include aspects of human resources, infrastructure and participation. These three aspects need to be improved in order to create a superior tourist village. The service team consists of multidisciplinary sciences, namely economic education, accounting, administration and general affairs, and students so that together they can help overcome partner problems. The partner priority problems appear in Table 1.

Table 1. Partner Problem Priorities

Aspect	Problem Prioritization
Human Resources (HR)	The tourism awareness group (Pokdarwis) does not yet have adequate knowledge in terms of managing tourist villages.
	There is not yet full public awareness of developing tourist villages
	The community's mindset is low regarding the potential of a tourist village if it is fully developed
Infrastructure	Insufficient facilities and infrastructure to support the management of tourist villages
Participation	The management of the Munding tourism village does not yet involve all institutional elements (Village-Owned Enterprises, Village Government, Semarang Regency Tourism Office, youth organizations, and village communities).
	There is no supporting sector for tourist villages, including local craftsmen (for example culinary delights, souvenirs, etc.).

2. Materials and Methods

This research is included in the type of qualitative descriptive research. Qualitative research is research that aims to find answers to a phenomenon through the systematic application of scientific procedures and presented narratively. The informants consisted of: Village Head, Village Staff, Punggul Village community, and the Jember Regency Village Community Empowerment Service. Determining informants was carried out through purposive and snowball sampling techniques. The data in this research comes from:

- 1) primary data collected through interviews and observations
- 2) secondary data through documentation in books, articles or archives that are relevant to the research topic.

The data analysis technique uses the Miles and Huberman model with three stages, namely: data reduction, data presentation, and drawing conclusions. The data is then presented in the form of tables, images or narratively.

3. Results and Discussion

Implementation of service activities begins with a discussion stage with the Mayangsari Village Government, Jember Regency. Based on the results of the discussion, it is known that literacy in tourism village management is still very minimal. Even though the natural resource potential of Mayangsari Village is very abundant, it has not been managed optimally. Based on The information obtained, then the service team discussed implementing a service program with an emphasis on strengthening the community's mindset regarding the importance of managing tourist villages. Service activities also provide management knowledge by *marking* advanced tourist villages.

Next, the service team conducted discussions and evaluations with service participants regarding the management of tourist villages. Apart from that, there is also the role of village-owned enterprises as community welfare *centers*. There are two roles of bumdes in supporting the tourism sector, namely instruments to strengthen village potential and instruments for community welfare. First, as an instrument to strengthen villages, the role of bumdes is as a *leader* to develop village potential and local wisdom. Second, as an instrument of community welfare, bu-des can encourage increased income and welfare of village communities through joint efforts. Evaluation is carried out by conducting direct questions and answers to service participants regarding their understanding of tourism village management. Apart from that, the service team coordinates with the village government regarding future potential that can be carried out as a form of development.

The results of discussions with the Mayangsari Village Government showed that the Mayangsari Village community still lacks literacy in tourism village management. The potential that exists in Mayangsari Village has not been explored thoroughly so there is no clear mapping yet. Therefore, the service team decided to hold a service with an emphasis on strengthening *the mindset* of managing tourism villages.

The achievement of the aim of this service is increasing village management literacy and *mindset* as well as public awareness of the importance of adding selling value to tourist villages. The implementation of this service activity is illustrated in Figure 1.

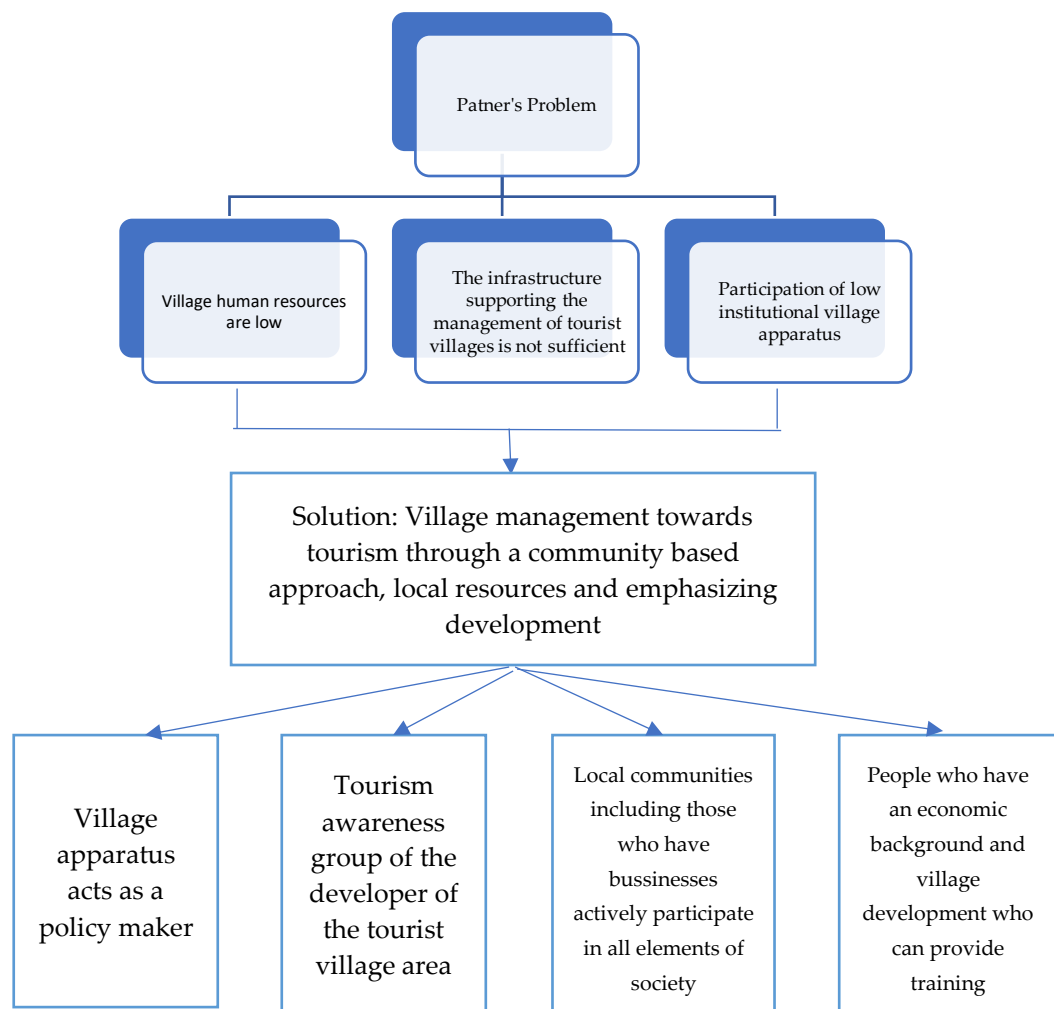


Figure 1. Diagram of Tourism Village Processing Activities

An important element in managing and developing a tourist village is community involvement in every aspect of tourism in the village. For this reason, community empowerment must be truly well-guided in order to improve the welfare of the community. The entry of external parties or investors is highly discouraged because it can reduce the "community empowerment" referred to. What is needed is a motivator who should come from within the village itself, or from outside who is "selfless" because he is truly dedicated to inviting and directing the community to become good managers of tourist villages.

Community empowerment really enables village communities to obtain the maximum benefits in tourism development. The community is directly involved in tourism development. The community is directly involved in tourism activities in the form of providing services and services whose results can increase community income outside of their daily activities. Forms of community involvement in managing tourist villages; among others, as follows: As a provider of accommodation services (*homestay*), as a provider of food/drink needs, as a provider of local transportation services, as a provider of performing/arts services, as a provider of souvenirs/souvenirs, as a guide, and so on.

4. Conclusion

The strategies that need to be implemented in strengthening tourism village management are mapping village potential, increasing managerial and management capacity, and strengthening networks. Mapping village potential is the first step in

developing a tourist village. The steps that need to be taken in the context of village mapping are field surveys, data studies, priority scales and design formulation. Furthermore, improving the quality of human resources is the main component in managing tourist villages. Lastly, it is supported by a strong network. The importance of maximizing human resources, especially in villages that have tourism village potential which can actually be developed to be even better. So it is important to note that every village official needs to collaborate with each other to make the village more advanced and have selling value as a tourist village.

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