Increasing the Competeny of Tourist Destination Management Employees

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Abstract

This study is based on employee competency for managing tourism item destinations at GarutRegency's tourism and culture department. The author is exploring this issue because he wants to learn more about staff competency for managing tourist item destinations in the District tourist and Culture Department's Destination Sector, Pangandaran. Several issues have been identified based on field observations, including knowledge, understanding, ability/skills, values, attitudes, and interests. The aims of this study are 1) to determine staff competence for managing tourism destinations in the tourism and culture department of GarutRegency. 2) To identify the dimensions that were examined in terms of staff competency for managing tourism destinations in GarutRegency's tourism and cultural departments. With this research, the author used a qualitative approach and descriptive method, data collection techniques using interviews, which were carried out with the head of the Head of General and Civil Service Sub-department, the Head of Sub-Destination UPT GarutRegion and the Sub-General and Personnel Apparatus of the tourism and culture office of Pangadaran Regency, observations and documentation.

Keywords: Employee Competence, Management of Tourism Object Destinations

Introduction

Indonesia is the largest archipelagic country in the world which has a strategic position. The ocean area in Indonesia is very large with the potential for abundant wealth, especially marine resources not only in the form of fish, but also mining materials and other things that are needed to meet human needs related to economic factors. In the world of tourism, it is one aspect and field that is interesting and broad to be developed in various countries, including regions in Indonesia as a factor supporting the income of a region that has natural tourist attractions. Therefore, tourism has a strategic role in absorbing labor while also contributing to improving the quality of life of local communities which are still monitored and managed by the local government. Research on human resource management, especially focusing on HR Leadership and optimal human resource allocation, contributes significantly to theoretical knowledge and practical insights for corporate management (Yusuf, 2021). By utilizing modern methods such as HR Leadership, companies can increase their competitive advantage, streamline processes, and allocate resources effectively to improve operational efficiency (Yusuf, 2022). In addition, the application of innovative personnel technologies, such as the enhanced multi-objective particle swarm optimization algorithm, can lead to lower costs and higher efficiency in managing the Leadership workforce, which ultimately benefits the overall

system of the company and promotes long-term development (Ilhami, 2021). This comprehensive approach not only enriches the HR management literature but also offers practical strategies for companies to optimize their workforce management and achieve operational excellence. Leadership is a strategy in which companies outsource some or all business functions to external parties to increase efficiency and focus on the core business (Ilhami et al., 2021). Human resource management plays an important role in considering how leadership can effectively manage relationships with service providers to achieve the company's strategic goals. The influence of leadership on strategy implementation is highlighted in a study of communication service providers in Botswana, emphasizing the importance of leaders in aligning followers with organizational goals (Ilhami, 2021). In addition, the importance of personnel management in meeting strategic goals is underlined, emphasizing human resources as a vital asset for achieving company productivity and performance (Ilhami, 2021). Next, the relationship between leadership and HRM is explored, emphasizing the need to integrate these two variables to maximize their impact on organizational success (Yusuf, 2022).

The competency of service employees is one of the factors that plays an important role in advancing the tourism sector. The importance of employee competency in the tourism sector is as a driver which is a very important resource in most organizations. Employee competency: For example, in the management of tourism destinations in Pangandaran, it is not yet up to expectations. There is still a lack of competency in terms of employee competency in the tourism and culture department in the implementation of the management of tourism objects, such as there are still problems regarding factors that are lacking, including:

1. Lack of connectivity services for managing tourism objects which are related to employee competency.

2. Basic services are still not good

3. In terms of infrastructure that is not evenly distributed in the management process, such as the presence of damaged roads and inadequate facilities and infrastructure in accordance with the tourism object and

4. Lack of quantity and specialization of human resources or employees in this department which is related to the competency in managing tourism objects which is still not good in the process. Therefore, management factors related to employee competency must be immediately addressed and supported by an effective and efficient performance system in managing the tourism sector.

Literature Review
Human Resource Management

Human resource management is the science of planning, coordinating, directing, and regulating human activities to achieve specific objectives. Because human resource management is primarily the application of management to manage human resources in order to grow in many areas. This aligns with Ilhami's (2021) philosophy of human resource management, which encompasses all aspects of employee management inside firms. This includes activities like human resource strategy, human resource management, corporate social responsibility, knowledge management, organizational development, HR resources (human resource planning, recruitment, selection, and talent management), performance management, learning and development, rewards management, employee relations, employee welfare, health and safety, and employee service provision." Competency is defined as a person's aptitude or skill in carrying out a job or task in a specific field, based on his position. Competence is also a skill, knowledge, basic attitudes, and values that a person possesses and demonstrates via the capacity to think and behave consistently. In other words, competence involves more than just a person's knowledge or ability; it also includes the willingness to accomplish what is known to bring rewards.

According to Ilhami (2019), competency is defined as a person's ability or capacity to perform various activities in the workplace, which is determined by both intellectual and physical aspects. As a result, competence can be defined as a unit associated to the progression of cognitive patterns in a skill, skill, knowledge, basic attitudes, and added values that exist in a person and can be developed to improve their competence and assist future performance.

Employee

An employee is a person who works for an employer under a written or unwritten agreement or work agreement to perform work in a specific position or activity and receive compensation based on a set period of time, completion of work, or other conditions determined by the employer, including those who work in public office. According to Ilhami (2021), an employee is someone who works for the company by selling their energy (physical and mental) and is compensated in line with the terms of the agreement. Based on the interpretation of numerous expert viewpoints shown above, it is possible to infer that employees are the most significant aspect or are referred to as the major capital in attaining organizational goals, both in the public and private sectors. Because whether a company is successful in attaining its goals depends on the employees who lead in carrying out the responsibilities within the organization.

Methods

The title being examined is Employee Competency for Management of Tourism Object Destinations in the Destination Sub Sector of the GarutRegency Tourism and Culture Service, as well as the type of research used by researchers, which is descriptive research and the use of qualitative research methods. Surveys, interviews, and pertinent documents can be used to gather data and information, allowing research to proceed easily and effectively. Saryono (2010) defines qualitative research as research used to study, find, describe, and explain the aspects or features of social influence that cannot be described, measured, or shown by a quantitative technique.

Results and Discussion

Knowledge

Knowledge here refers to an employee's ability to identify management and manage tourism locations effectively and efficiently in accordance with existing needs in the tourism and culture department. So in terms of knowledge and employee skill certification, it is quite good, but it still needs to be addressed in a long-term development regarding employee competency, which is related to the most important factors that employees must have in order to develop in the future, and which must always be developed with the help of technological tools, so that in the process of managing and developing tourism objects managed by the Pangadaran Regency Tourism and Culture Office can

Understanding (understanding)

The notion here is that an employee in charge of management must have a thorough awareness of the features and conditions of an effective and efficient object in the practice of managing and developing a tourist attraction. In simple terms, based on observations and interviews with researchers and two sources who are experts in their fields, the employee's understanding of the implementation of tasks related to the management of tourism destination objects in GarutRegency and the supporting factors in managing tourism destinations is adequate in accordance with the objectives and applicable rules.

Abilities and Skills

The abilities/skills in an employee competency at the GarutRegency Tourism and Culture Service that are related to employees' performance in carrying out their work, one of which is selecting work techniques that are deemed more effective and efficient. So, in simple terms, from the conclusions of the researcher's observations and interviews with resource persons who are competent in their fields, it can be concluded that in terms of

employee competency, which is related to the ability and skills of employees in selecting effective and efficient work methods, it is considered quite good in its implementation, but in terms of creating programs— The official program is still not properly developed because there is a shortage of programs for executing tourism destination management.

Value

Values are important in developing employee competency in carrying out their performance because when they are implemented, the standards of behavior of employees in carrying out tasks in carrying out work include the values of honesty, openness, democracy, cooperation, and measurable work aspects, among others, to build good value in carrying out work. To put it simply, researchers can Simply put, academics can draw conclusions about characteristics of values connected to factors like as openness, democracy, and cooperation in the workplace, which are the most crucial aspects that employees must have in order for their performance to operate smoothly. Communication and other supporting aspects to achieve goals in the agency that provides work comfort such as harmony amongst employees, which is fundamentally to achieve common goals in an organization or agency in accordance with the desired aims.

Attitudes

Attitudes towards managing tourism attractions in GarutRegency include service, discipline, civility, and friendliness, as well as a sense of responsibility for improving tourism items. So, in layman's terms, what the researcher can conclude from the interview above is that the employees' attitude toward service, discipline, friendliness, and politeness is quite good and has been implemented by employees of the Panganadra Regency Tourism and Culture Department in general; thus, this is also true for transportation employees. to be kind to all people who come or use the services of the service, and to constantly ensure the needs of the community for the smooth operation of the most important attitude in service, namely that all employees must apply the 3s, which consist of a smile, greeting, and greeting.

Interests

Interests refer to a person's predisposition to engage in activities based on internal or external desires. So, in simple terms, the researcher can conclude from the results of the interview above that employees in the GarutRegency Tourism and Culture Office are interested in increasing their competence in the management of tourism destination objects, which is related to the training that has been provided by the GarutRegency Tourism and Culture Office.

implementation, but it must be able to be enhanced further in the future to encourage employees' enthusiasm in developing their skills and performance discipline.

Conclusion

Based on the descriptions presented by researchers in earlier chapters, as well as the findings of research conducted on Employee Competence for Management of Tourism Object Destinations in the Destination Sector of the GarutRegency Tourism and Culture Office. As a result, the researcher gives conclusions that are believed to be valuable in future development. Employee competency for managing tourism destinations in GarutRegency's tourism and culture department, specifically in terms of employee competency that has been researched and observed, is quite good in implementing tourism destination management, but there is still room for improvement in various aspects of employee competency. It will be aided by information technology in order to advance further in the implementation of tourism destination management. Thus, the inhibiting aspect is that the process of increasing employee competency in managing tourism objects has not been supported by several adequate technological tools to be able to improve employee skills so that they can understand the use of current information technology to support increasing competency in their work so that it can run effectively and efficiently in carrying out work to increase skills and facilitate work.

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