



Plagiarism Checker X - Report

Originality Assessment

6%



Overall Similarity

Date: Apr 29, 2023

Matches: 143 / 2343 words

Sources: 11

Remarks: Low similarity detected, check with your supervisor if changes are required.

Verify Report:

Scan this QR Code



ISSN 1978-3787 (Cetak) Media Bina Ilmiah 993 ISSN 2615-3505

(Online)

..... <http://ejurnal.binawakya.or.id/index.php/MBI> Vol.13 No.3 Oktober 2018 Open

Journal Systems HUMAN RESOURCE SUPPORTING COMMUNITY-BASED

TOURISM Oleh Ni Made Ernawati¹⁾, IG P Fajar Pranadi Sudhana²⁾ Ni Made

Sudarmini³⁾ 123Jurusan Pariwisata, Politeknik Negeri Bali E-mail:

madeernawati@pnb.ac.id Abstrak Artikel ini membahas tentang proses pengembangan

sumber daya manusia pendukung pariwisata berbasis masyarakat (PBM) di Desa

Pohsanten Kabupaten Jembrana Propinsi Bali Indonesia. PBM masih berada pada tahap

awal pengembangan dan kompetensi bidang kepariwisataan masih kurang. Artikel

dikembangkan berdasarkan pada hasil observasi dan partisipasi langsung yang

dilaksanakan pada saat pegabdian masyarakat yang dilaksanakan oleh penulis bersama

anggota tim pengembangan lainnya dari Jurusan Pariwisata Politeknik Negeri Bali.

Pengembangan sumber daya manusia pendukung kepariwisataan terdiri dari aktivitas

untuk membentuk pemahaman, training dan workshop berkenaan dengan berbagai

kompetensi pendukung operasional PBM. **9 Pengembangan sumber daya manusia yang**

diselenggarakan, menunjukkan hasil yang cukup substasial, ini terlihat dari kemampuan

yang ditunjukkan oleh masyarakat dalam memberikan pelayanan yaitu: menyiapkan makan

dan minum, menyediakan penginapan bagi pengunjung, dan mengorganisasikan kegiatan

berwisata di Desa Pohsanten. Namun demikian keterampilan yang baru tumbuh masih

perlu dipertajam dan dilatih untuk mencapai tingkat sumber daya manusia bidang

kepariwisataan yang professional. Diharapkan, hasil studi dapat dimanfaatkan sebagai

masukan bagi stakeholders PBM dalam menyediakan produk dan jasa yang berkualitas

bidang kepariwisataan khususnya PMB. Secara akademik hasil penelitian akan

menambah referensi kajian kepariwisataan terutama yang terkait dengan sumber daya

manusia pendukung PBM. Kata Kunci: Pariwisata Berbasis Masyarakat, Kompetensi

Pariwisata, Pelayanan Pariwisata, Produk Pariwisata, Sumber Daya

Manusia. INTRODUCTION Community-based Tourism (CBT) is used as a means of

community development in many countries specifically in developing countries (Scheyvens, 2002). CBT aims at achieving objectives that include: the sustainability of the local community, the rural and natural environment, community development, and customer satisfaction (Scheyvens, 2002; Singh et al., 2003; Beeton, 2006; Telfer & Sharpley, 2008). Nonetheless, developing CBT encounters many obstacles, these for example: limited capital (Telfer & Sharpley, 2008), a long decision-making process (Robinson & Wiltshier, 2011), limited competent human resource supporting tourism (Ernawati, Sanders, Dowling, 2017; Baum, 2013; Moskardo, 2008), and limited access of networking (Lorio and Corsale, 2013). Even though CBT does not use large scale facilities, nevertheless the existing amenities and structures that will be used to support CBT still need to be up-graded developed and refined (Ernawati, Sitawati, Muliati, 2018). Human resource is a major issue for CBT development, it becomes critical especially for businesses that offer services. This article discusses **5 the development of human** resource supporting CBT in Pohsanten village which data was gathered through observation and direct participation during the CBT development project. It contains the human resource issues faced and the mitigations undertaken to resolve the problems. The village which has just started its tourism development is located in Jembrana Regency Bali

manage their own tourism development. In long term, these would increase the communities' self-esteem, strengthen the cooperation among members of the community, and improve local governance. The impacts of alternative tourism could be more hazardous compared to mass tourism, as alternative tourists penetrate into the life of the community and have a close contact with the natural environment (Weaver, 2015; Wall & Long, 1996; Butler, 1999). Involving locals in running tourism is suggested as one of the solutions (Telfer & Sharpley, 2008); and that the locals' competencies need to be built to maximise gains from tourism and minimise the negative impacts (Moscardo, 2008). The competencies of human resource highly influence customers' satisfaction especially for the front liners who have direct contact and deliver products to the customers. The competencies of managers will affect the success and the profitability of the business, this for example the ability of managers to offer and develop product package by integrating some product components that enhance customers' satisfaction. Such occurrence in a newly developed tourism area as described by Baum (2013) that low cost products that yield low profit being offered to customers because of the inability of the service providers to add more value to the essentials offered. In general, the products and services required by tourists include: attractions, food and beverage, accommodation, transportation, travel organizer, and other supporting services (Ernawati, Sanders, Dowling, 2017). The **3** human resource competencies require in running CBT is presented in Figure 1.

Figure 1: Human resource competencies required in operating CBT Newly developed CBT needs training on: preparing room and accommodation, food and beverage (F & B) especially for the recipes made from local produce, language courses, and dissemination on how to develop and operate CBT. In the more developed CBT areas, training needs become more specific, which include: product packaging and product pricing (Ernawati, 2018a).

RESEARCH METHOD This article discusses **5** the development of human resource supporting CBT in Pohsanten village. It uses qualitative approach, which data was gathered through direct participation and observation during a CBT development project particularly during workshops and training as

Journal Systems well as during the provision of services for the visitors. It encompasses the human resource issues faced and the mitigations carried out to resolve the problems.

The village which has just started its CBT is located in Jembrana Regency Bali Province in Indonesia. In this paper, the human resource competencies are assessed based on two aspects which include 'knowledge' and 'skill' as the aspect of affective is not discussed individually; in the contrary to the way they are treated in the Taxonomy of Bloom 7

(Bloom, Englehart, Furst, Hill, & Krathwohl, 1956). The discussion of the affective aspect is included in the 'skill' domain; as the attitude is embedded and related more closely in people's skill. The Discussion of Human Resource Supporting CBT Pohsanten Pohsanten village started its CBT development in 2017 which is assisted by Politeknik Negeri Bali.

The program was proposed to be funded through Community Service Scheme of the Indonesian 11 Directorate General of Higher Education. The implementation of the development project began in 2018. As a new CBT development, competency building becomes a priority in Pohsanten village. Pohsanten village covers an area of 0,50 km²,

and the number of population is 5.857 in 2016 (Wikipedia. 2018). The majority of the population is farmer. Some of the community members currently work in tourism sector in Denpasar the capital city of Bali Province or working abroad in cruise ships. Few of them are retired and already maintain their base at home in the village, with some organization they could train the other community members some tourism competency. This leaves the village with human resource supporting tourism to be built. Raising awareness Some

activities were carried out starting from raising awareness up to skills built up (Figure 2). To evaluate the level of understanding, a survey questionnaire was conducted to the members of Pohsanten Tourism Development Team. The results show that in general the team has a good understanding of CBT in 5 aspects: conservation; tourist attraction; tourists;

business i.e., quality of CBT products or services; and the inherent principles of CBT (Ernawati, 2018b). Figure 2: Program implementation – CBT Competencies build up To raise awareness dissemination on CBT has been conducted with the community members; and a comparative study to some CBT areas, natural attractions, as well as businesses and tourism service providers has been carried out (Figure 3). Figure 3: Program implementation – Study comparative to raise awareness on CBT

996 2 Media Bina Ilmiah ISSN No. 1978-3787 (Cetak) ISSN 2615-3505 (Online)

.....
Vol.13 No.3 Oktober 2018 <http://ejurnal.binawakya.or.id/index.php/MBI> Open Journal
Systems In practice, this understanding is shown through some facilities that have been build; these include a trekking stop point in the Mesehe River Crossing. It is a blended with nature physical structure which is presented in Figure 4. A restoration of an old structure in Pasatan Temple that observes 'green principles' by retaining its original structure and only replacing the building materials that have damaged and could not be used. These structures are designed and their construction was carried out by the community members with only few instructions from the project coordinator. Figure 4: Post 1 Mesehe Trekking – a blended to nature design Skill development Some trainings have been conducted to include: Guiding, Housekeeping, and Cooking class to prepare welcome drink and breakfast. After the training the owner of the freshly set homestay was asked to accommodate two team members from Politeknik Negeri Bali, the service was including breakfast and dinner serving traditional culinary made from local produce. This exercise was well executed. Similar with the guiding team, they were asked to escort a group of tourist on the Mesehe Trekking (Figure 5). The catering team was also requested to cater for the Politenik Visiting Team serving traditional dishes of the locals. All these exercises were carried out by the community members relatively well and smoothly done. Nonetheless, the competency level will grow and skills will be more refined as the flying time of serving-guest increases. Figure 5: Local guides escort a group of visitors on the

Mesehe Trekking Conclusion The human resource supporting tourism that has been built which includes knowledge development and skill building is sprouting for CBT Pohsanten; and this process will continue. The skilled local people who have retired from cruise ship could conduct further training for the locals, hold the manager position in the management of CBT Pohsanten or they could also develop a business and become the business manager to provide services for the visitors. During the process of CBT development, the senior people could share their CBT competencies to the juniors of the village. CBT development is a long process of shaping and integrating tourism culture in the traditional culture of the CBT village; as the collective tourism culture takes years to develop; by which, the benefit of community-based tourism could be gained in the field of socio-cultural, environment and economic. Human resource development has not been undertaken thoroughly. The human resource development that has been carried out is mainly the skills for frontlines. The HR development that needs to be carried out in the

ISSN 1978-3787 (Cetak) Media Bina Ilmiah 997 ISSN 2615-3505

(Online)

..... <http://ejurnal.binawakya.or.id/index.php/MBI> Vol.13 No.3 Oktober 2018 Open

Journal Systems following year could take focus on administration and managerial

skills. REFERENCES [1] Baum, T. (2013, October). Human resource development (HRD)

in emerging tourism destinations. Paper presented at the Tourism Research Cluster

Seminar, Curtin University, Perth, Western Australia. [2] Beeton, S. (2006). Community

development through tourism. Collingwood, Australia: Landlinks Press. [3] Bloom, B. S.,

Englehart, M. D., Furst, E. J., Hill, W. H., & Krathwohl, D. R. (1956). 4 The Taxonomy of

educational objectives, handbook I: The Cognitive domain. New York: David McKay Co.,

Inc. [4] Butler, R. W. (1999). Sustainable tourism: A state of the art review. Tourism

Geographies, 1(1), 7-25. [5] Ernawati, N. M., Sitawati, A. A. R., Muliati, N. K. (2018). Batur

toward Sustainable Tourism Development - A Communitybased Geotourism Case from

Bali in Indonesia. Journal of Environmental Management and Tourism, (Volume IX,

Spring), 2(26): 291297. DOI:10.14505/jemt.v9.2(26).09 [6] Ernawati, N. M., Sanders, D.,
1 Dowling, R. 2017. Host-Guest orientations of community based tourism products: A
case study in Bali, Indonesia. *International Journal of Tourism Research*, 10 April 2017, p.
1-16. Doi: 10.1002/jtr.2119 [7] Ernawati, N. M. 2018a. Community-based Tourism (CBT) -
Pariswisata Berbasis Masyarakat. Denpasar: Swasta Nulus. [8] Ernawati, N. M. 2018b.
The Level of Understanding of the Pohsanten Village Tourism Development Team on
Community-based Tourism. *Journal Bhakti Persada*. [9] Lorio, M., & 1 Corsale, A. (2013).
Community-based tourism and networking: Viscri, Romania. *Journal of Sustainable
Tourism*, 22(2), 234-255. Retrieved from <http://www.tandfonline.com/doi/pdf/10.1080/09669582.2013.802327> [10] Moscardo, G. (2008). Community capacity building: An
emerging challenge for tourism development. In G. Moscardo (Ed.), *Building community
capacity for tourism development* (pp. 1-15). Oxfordshire, UK: Cabi International. [11]
Robinson, P., & Wiltshier, P. (2011). Community tourism. In P. Robinson, S. Heitmann, &
P. Dieke (Eds.), *Research themes for tourism* (pp. 87-99). Wallingford, UK: Cabi. Available
from <http://www.cabi.org.ezproxy.ecu.edu.au/CA>
[BeBooks/ShowPDF.aspx?PAN=201130055](http://www.cabi.org.ezproxy.ecu.edu.au/CA) 06 [12] Scheyvens, R. (2002). *Tourism for
development empowering communities*. Singapore: Pearson Education limited. [13] 1
Singh, S., Timothy, D. J., & Dowling, R. K. (2003). *Tourism and destination communities*. In
S. Singh, D. J. Timothy, & R. K. Dowling (Eds.), *Tourism in destination communities* (pp.
3-18). Oxon, UK: CABI. [14] Telfer, D. J. & Sharpley, R. (2008). *Tourism and development
in the developing world*. New York, USA: Routledge. [15] Wall, G., & Long, V. (1996).
Successful tourism in Nusa, Lembongan, Indonesia. *Tourism Management*, 17(1), 43-50.
[16] Wehkamp, A. n.d. 6 *A Toolkit for Monitoring and Managing Community-Based
Tourism*. Hawaii: SNV and University of Hawaii [17] Wikipedia. 2018. Pohsanten,
Mendoyo, Jembrana. Retrieved from: https://id.wikipedia.org/wiki/Pohsanten,_Mendoyo,_Jembrana [18] Weaver, D. (2015). 8 *Enlightened mass tourism as a 'Third
Generation' aspiration for the 21st century*. In M. Hughes, C. Pforr, & D. Weaver (Eds.),
The Business of Sustainable Tourism. London, UK: Routledge.

998 Media Bina Ilmiah ISSN No. 1978-3787 (Cetak) ISSN 2615-3505 (Online)

.....
Vol.13 No.3 Oktober 2018 <http://ejurnal.binawakya.or.id/index.php/MBI> Open Journal
Systems HALAMAN INI SENGAJA
DIKOSONGKAN

ISSN 1978-3787 (Cetak) Media Bina Ilmiah 999 ISSN 2615-3505

(Online)
..... <http://ejurnal.binawakya.or.id/index.php/MBI> Vol.13 No.3 Oktober 2018 Open
Journal Systems HALAMAN INI SENGAJA
DIKOSONGKAN

1000 **2** Media Bina Ilmiah ISSN No. 1978-3787 (Cetak) ISSN 2615-3505 (Online)

.....
Vol.13 No.3 Oktober 2018 <http://ejurnal.binawakya.or.id/index.php/MBI> Open Journal
Systems HALAMAN INI SENGAJA
DIKOSONGKAN

ISSN 1978-3787 (Cetak) Media Bina Ilmiah 1001 ISSN 2615-3505

(Online)
..... <http://ejurnal.binawakya.or.id/index.php/MBI> Vol.13 No.3 Oktober 2018 Open
Journal Systems HALAMAN INI SENGAJA
DIKOSONGKAN

1002 **2** Media Bina Ilmiah ISSN No. 1978-3787 (Cetak) ISSN 2615-3505 (Online)

.....
Vol.13 No.3 Oktober 2018 <http://ejurnal.binawakya.or.id/index.php/MBI> Open Journal

Systems HALAMAN INI SENGAJA
DIKOSONGKAN

Sources

1	https://journals.aserspublishing.eu/jemt/article/view/2098 INTERNET 3%
2	https://binapatria.id/ INTERNET 1%
3	https://core.ac.uk/download/pdf/230770091.pdf INTERNET 1%
4	https://serc.carleton.edu/resources/868.html INTERNET <1%
5	https://iopscience.iop.org/article/10.1088/1742-6596/953/1/012157 INTERNET <1%
6	https://iucn2.cnr.ncsu.edu/index.php/PDF:_A_Toolkit_for_Monitoring_and_Managing_Community-Based_Tourism INTERNET <1%
7	https://www.semanticscholar.org/paper/The-Properties-of-Bloom's-Taxonomy-of-Educational-Seddon/ddee6ba85caa9eb81cd2a90b9b20ca3974bb55bf INTERNET <1%
8	https://www.taylorfrancis.com/chapters/edit/10.4324/9781315796154-3/enlightened-mass-tourism-third-generation-aspiration-twenty-first-century-david-weaver INTERNET <1%
9	https://www.gramedia.com/literasi/pengembangan-sdm/ INTERNET <1%
10	https://repository.unmul.ac.id/bitstream/handle/123456789/11054/Febru-1288-3405-3-PB.pdf INTERNET <1%
11	https://oia.ugm.ac.id/2022/03/12/iisma2022/ INTERNET <1%

EXCLUDE CUSTOM MATCHES ON

EXCLUDE QUOTES OFF

EXCLUDE BIBLIOGRAPHY OFF