

## Employee Competencies for Tourism Object Destination Management in the Destination Field of the Tourism and Culture Office of Pangandaran District

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### Abstract

This research has a background regarding employee competency for managing tourism object destinations in the tourism and culture department of Pangandaran Regency. The author is interested in researching this problem because he wants to know more about employee competency for managing tourism object destinations in the District Tourism and Culture Department's Destination Sector. Pangandaran. Based on the results of observations in the field, there are several problems, namely regarding Knowledge, Understanding, Ability/Skills, Values, Attitudes and Interests. The theory used in this research is the theory according to Gordon in Sutrisno (2011: 204). The objectives of this research are 1) To determine employee competence for managing tourism destinations in the tourism and culture department of Pangandaran Regency 2) To determine the dimensions which was analyzed regarding employee competency for managing tourism destinations in the tourism and culture department of Pangandaran Regency. With this research, the author used a qualitative approach and descriptive method, data collection techniques using interview techniques, which were carried out with the head of the Head of General and Civil Service Sub-department, the Head of Sub-Destination UPT Pangandaran Region and the Sub-General and Personnel Apparatus of the tourism and culture office of Pangandaran Regency, observations and documentation. The data obtained in this research was processed using qualitative procedures according to Miles & Huberman (1992:16) including analytical techniques for data reduction, data presentation, and drawing conclusions. The conclusion of this research is that employee competence for managing tourism destinations is still not fully operational and is still less than optimal in its management, considering that the resources of service personnel are still lacking and there are still deficiencies in the use of information technology in managing tourism objects. The researcher's suggestions for the Pangandaran Regency Tourism and Culture Office in managing tourism destinations in Pangandaran Regency should be to be more active and develop further in increasing employee competency in managing tourism destinations so that improvements related to tourism objects can run well and be more advanced in management carried out by service employees to be able to improve various management promotions using media, internet and social media in processes related to employee competency for managing tourism destination objects in Pangandaran Regency.

**Keywords :** Employee Competence, Management of Tourism Object Destinations

### Article Info

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## 1. 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 is still monitored and managed by the local government.

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.

## 2. Method

### Definition of public administration

The definition of public administration according to Roosenbloom (1989: 4.5) in Suryadi (2007: 3) is: 'Public administration-is the action part of government, the means by which the purposes and goals of government are realized. Public administration in a field is basically concerned with the means for implementing political values'.

In accordance with the quote above, public administration is explained as part of government activities, meaning that the goals and targets that have been determined by the government can be realized. Administration is also an area of study that is concerned with the values of implementing political policies. This is in line with the opinion of Denhardt and Denhardt (2006: 1) quoted by Prof. Dr. H. Soleh Suryadi, M.Si in his book entitled "Public Administration and Regional Autonomy" (2007: 5): 'Public administration is concerned with the management of public programs. Public administration works at all levels of government, both at home and abroad, and they manage non-profit organizations, associations, and interest groups of all kinds'.

From the expert's detailed explanation above, it can be seen that public administration has attention or cares about public management programs. Administrator work at all levels of government both domestically and abroad and managing non-profit organizations, associations and other pressure groups in their management.

### Management

Management According to R Terry quoted by S.P Hasibuan in his book Management (2001:2), namely:

"Management is a unique process consisting of planning, organizing, directing and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and other sources."

From this explanation, it can be concluded that management, namely a unit in management, is something that is carried out in an arrangement and management of various sources to achieve the desired goals so that they are achieved properly and appropriately, as well as effectively and efficiently in their implementation.

### **Strategic management**

Strategic management is a science that can integrate decision making in both government agencies and private companies to be able to achieve goals that are used as a reference to be able to develop and achieve targets with various strategies implemented.

Management that explains the term strategic management with various definitions. According to Nicholas S. Majluk & Arnoldo C. Hax, namely:

"Strategic management is a way to guide a company in achieving a number of targets. These targets can be in the form of company or corporate values and responsibilities, administrative systems related to taking operational and strategic steps or decisions at a number of hierarchical levels, to managerial capabilities."

So, in general, the definition of strategic management is a series of fundamental actions and decisions made by top management and applied by all members in an organization. The aim is to achieve and realize the company's vision and mission to achieve the expected targets.

### **Human Resource Management**

Human resource management is a science related to planning, organizing, directing and controlling human activities to achieve specified goals. Because human resource management is essentially the application of management specifically for managing human resources to be more advanced in various sectors.

This is in line with the theory of human resource management according to Rivai (2013:29) quoted by Simanjutak (2015:11) in the book Suwanto and Donni Juni Priansa, namely:

"Human resource management is the practice of human resource management relating to all aspects of how people work and are managed in organizations. This includes activities such as 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 the provision of employee services."

So it can be concluded that human resource management plays a role in the organization, namely managing human resources / employees to be able to carry out their work effectively and efficiently. As well as managing performance related to employees / HR in the organization.

### **Competence**

Competency is an ability or skill possessed by a person in carrying out a job or task in a certain field, according to the position he holds. Competence is also a skill, knowledge, basic attitudes and values contained in a person which is reflected in the ability to think and act consistently. In other words, competence is not only about a person's knowledge or ability, but the willingness to do what is known to produce benefits.

According to Stephen Robin (2007:38), the definition of competency is a person's ability or capacity to carry out various tasks in a job, where this ability is determined by intellectual and physical factors.

So it can be concluded that competence is a unit that is related to the progress of thought patterns in a skill, skill, knowledge, basic attitudes and added values that exist in a person which can be cultivated to make their competence even better to support future performance.

The dimensions used to measure employee competency according to Gordon in Sutrisno (2011:204):

1. Knowledge (knowledge) Awareness in the cognitive field.

This includes, an employee knowing how to identify management and how to manage tourism destinations well in accordance with existing needs effectively and efficiently in the tourism and culture department which is supported by the educational background of each employee in its management.

2. Understanding (understanding) The cognitive and affective depth of an individual.

Including, an employee in carrying out management must have a good understanding of the characteristics and conditions of an object that is effective and efficient in the practice of managing and developing the tourism destination.

3. Ability/Skills (skills) Something possessed by an individual who carries out the tasks or work assigned to him.

This includes the ability of employees to choose work methods that are considered more effective and efficient so that their work can be in accordance with their expectations and goals in implementing performance management related to developing and exploring tourism objects.

4. Values: A standard of behavior that is possessed and psychologically integrated within a person.

Includes standards of behavior for employees in carrying out their duties in carrying out work which includes the values of honesty, openness, democracy, cooperation and others to build good values in carrying out work.

5. Attitude is a person's tendency to provide services to the community.

Includes the implementation of tourism destination management in Pangandaran Regency which is related to the attitude of responsibility of employees to improve the tourism destination object.

6. Interest: A person's tendency to do an action. This includes carrying out a task activity so that a task can be completed well, efficiently and effectively in its implementation, for example in the process of managing tourism objects, workers are active and good at it.

managing and improving the tourism object so that it can be good and develop in the management process.

### **Employee**

An employee is an individual who works for an employer, based on a written or unwritten agreement or work agreement, to carry out work in a certain position or activity and receive compensation paid based on a certain period, completion of work, or other conditions determined by the employer. , including individuals who carry out work in public office.

According to Hasibuan (2007), an employee is anyone who works by selling their energy (physical and mental) to the company and receives compensation in accordance with the agreement.

Based on the understanding of several expert opinions above, it can be concluded that employees are the most important aspect or are referred to as the main capital in achieving organizational goals, both government and private organizations. because whether or not an organization is successful in achieving its goals depends on the employees who lead in carrying out the tasks within the organization

### **3. Method**

With regard to the title being examined regarding Employee Competency for Management of Tourism Object Destinations in the Destination Sub Sector of the Pangandaran Regency Tourism and Culture Service, as well as the type of research used by researchers, namely descriptive research and using qualitative research methods. The sources of data and information can be done through surveys, interviews and relevant documents to help research run well and smoothly in practice. According to Saryono (2010), qualitative research is research that is used to investigate, discover, describe and explain the qualities or features of social influence that cannot be explained, measured or depicted through a quantitative approach.

## 4. Results and Discussion

### **Knowledge**

Knowledge here means that an employee knows how to identify management and how to manage tourism destinations well in accordance with existing needs effectively and efficiently 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, 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 be more advanced and develop well

### **Understanding (understanding)**

The understanding here is that an employee in carrying out management must have a good understanding of the characteristics and conditions of an effective and efficient object in the practice of managing and developing a tourism destination. So in simple terms, from the conclusions of observations and interviews with researchers with two sources who are competent in their fields, the employee's understanding of the implementation of tasks related to the management of tourism destination objects in Pangandaran Regency and the supporting factors in managing tourism destinations is good in accordance with the objectives and applicable rules.

### **Abilities / skills (Skills)**

The abilities/skills in an employee competency at the Pangandaran Regency Tourism and Culture Service which are related to the performance of employees in carrying out their work, one of which is choosing work methods that are considered 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 well created because there are still a lack of programs in implementing tourism destination management.

### **Value (value)**

Values are an important thing in building employee competency in carrying out their performance because in implementing them, the standards of behavior of employees in carrying out tasks in carrying out work include the values of honesty, openness, democracy, cooperation as well as measurable work aspects and others to build good value in carrying out work.

So in simple terms researchers can So simply researchers can conclude about aspects of values related to factors such as openness, democracy and cooperation in work which are basically the most important aspects that employees must have so that their performance can run well overall. communication and other supporting factors to achieve goals in the agency which creates work comfort such as harmony between employees which is basically to achieve common goals in an organization or agency in accordance with the desired goals

### **Attitude**

Attitudes include service, discipline, politeness, friendliness of implementation employees in managing tourism destinations in Pangandaran Regency which are related to the attitude of responsibility of employees to improve tourism objects related to destination management.

So, in simple terms, what the researcher can conclude from the interview above is that the attitude of the employees regarding service, discipline, friendliness and politeness is quite good and has been implemented by employees of the Panganadra Regency Tourism and Culture Department in general, therefore, this is also the case for the transportation employees. to be kind to all people who visit or use the services of the service and must always ensure the needs of the community for the smooth running of the most important attitude in service, namely that all employees must apply the 3s which consist of a smile, greeting and greeting.

## Interests

Interest is an individual's tendency related to the implementation of activities which is influenced by two determining factors related to desires from within the individual or desires from outside the individual.

So, in simple terms, what the researcher can conclude from the results of the interview above is that the interest of employees in increasing competence regarding the management of tourism destination objects in the Pangandaran Regency Tourism and Culture Office which relates to the training that has been carried out by the Pangandaran Regency Tourism and Culture Office is quite good. implementation, but it must be able to be developed further in the future to support employees' interest in improving their skills and performance competency discipline.

## 4. Conclusion

Based on the descriptions that researchers have put forward in the previous chapters and based on the results of research that has been carried out regarding Employee Competence for Management of Tourism Object Destinations in the Destination Sector of the Pangandaran Regency Tourism and Culture Office. So the researcher provides conclusions as a source of thought which is expected to be useful for future development.

Employee competency for managing tourism destinations in the tourism and culture department of Pangandaran Regency, namely in terms of employee competency which has been researched and observed, is quite good in implementing tourism destination management, but there is still something that needs to be improved in terms of various things regarding employee competency. assisted with information technology so that it can develop further in implementing the management of tourism destinations.

Therefore, 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 efficient in carrying out work to increase skills and facilitate work.

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