

Management of Tourism Object Policy in Sumedang Regency Culture

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Abstract

This study has a background regarding employee competency for managing tourism destinations in the tourism and cultural service sector of Sumedang Regency. The author is interested in researching this problem because he wants to know more about Employee Competency for Managing Tourism Destinations in the Tourism and Cultural Service Sector of Sumedang Regency. 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 study is the theory according to Gordon in Sutrisno (2011:204). The objectives of this study are 1) To determine employee competency for managing tourism destinations in the tourism and cultural service sector of Sumedang Regency. 2) To determine the dimensions analyzed regarding employee competency for managing tourism destinations in the tourism and cultural service sector of Sumedang Regency. With this research, the author uses a qualitative approach method and a descriptive method, data collection techniques using interview techniques, which are conducted to the Head of the General and Personnel Sub-Division, Head of the Sub-Destination UPT Sumedang Region and the Sub-General and Personnel Apparatus of the Pangandaran Regency Tourism and Culture Office, observation and documentation. The data obtained in this study were processed using qualitative procedures according to Miles & Huberman (1992:16) including data reduction analysis techniques, data presentation, and conclusion drawing. The conclusion of this study is that employee competence for managing tourism destinations is still not fully running well and is still less than optimal in its management because of the lack of employee resources and the lack of use of information technology in managing tourism objects. The researcher's suggestion for the Sumedang Regency Tourism and Culture Office in managing tourism destinations in Sumedang Regency must be more active and develop further in improving employee competency in managing tourism destinations so that in terms of improvements related to tourism objects, it can run well and be more advanced in the management carried out by the office employees to be able to improve various management promotions that use media, the internet and social media in processes related to employee competency for managing tourism destinations in Sumedang Regency.

Keywords : Employee Competence, Tourism Destination Management

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1. Introduction

Indonesia is the largest archipelagic country in the world that has a strategic position. The ocean area in Indonesia is very large with abundant potential wealth, especially marine resources are not only in the form of fish, but also mining materials and others that are of a nature to meet human life 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 one of

the supporting factors for the income of a region that has natural tourist attractions. Therefore, tourism has a strategic role in absorbing labor as well as playing a role in improving the quality of life of the local community which is still supervised and managed by the local government.

The competence of civil servants is one of the factors that plays an important role in advancing the tourism sector. The importance of employee competence in the tourism sector is as a driver which is a very important resource in most organizations. Employee competence As in the management of tourism destinations in Sumedang, it is not in accordance with expectations, there are still aspects of employee competence in the tourism and culture office that are less than optimal in implementing the management of these tourism objects, such as there are still problems regarding factors that are lacking, including:

1. Lack of connectivity services for managing tourism objects related to employee competence.
2. Basic services that are still lacking
3. Infrastructure aspects that are not evenly distributed in the management process, such as the existence of damaged roads and poor facilities and infrastructure according to the tourism object and
4. Lack of quantity and specialization of human resources or employees in the agency related to the competence of managing tourism objects that are still lacking in the process. Therefore, the management factors related to employee competence must be immediately fixed and supported by an effective and efficient performance system in managing the tourism sector.

Based on the understanding above, the researcher is interested in examining Employee Competence in Managing Tourism Object Destinations in the context of proposing further research entitled "Employee Competence for Managing Tourism Object Destinations in the Destination Sector of the Sumedang Regency Tourism and Culture Office".

2. Method

Regarding the title of the research on Employee Competence for Tourism Object Destination Management in the Destination Sub-Sector of the Tourism and Culture Office of Sumedang Regency, as well as the type of research used by the researcher, 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 the research run well and smoothly in practice. According to Saryono (2010), qualitative research is research used to investigate, find, describe, and explain the quality or characteristics of social influences that cannot be explained, measured or described through a quantitative approach.

3. Results and Discussion

1. Knowledge

Knowledge here means that an employee knows how to identify management and how to manage good tourism destinations according to existing needs effectively and efficiently in the tourism and culture office.

So in terms of knowledge and certification of employee expertise, it is quite good but still needs to be improved in a long-term development regarding employee competency related to the most important factors that must be possessed by employees 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 tourism and culture office of Pangandaran Regency can be more advanced and develop well

2. Understanding

Understanding here means that an employee in carrying out management must have a good understanding of the characteristics and conditions of the object that is effective and efficient in a practice of managing and developing the tourism destination. So, simply, from the conclusion of observations and interviews with researchers with two competent sources in their fields, in terms of employee understanding regarding the implementation of tasks related to the management of tourism destination objects in Sumedang Regency and supporting factors in the management of tourism destination objects, it is good in accordance with the applicable duties and regulations.

3. Ability / skills (Skill)

The ability / skills in an employee competency in the Sumedang Regency tourism and culture office related to the performance of employees in carrying out their work, one of which is by choosing a work method that is considered more effective and efficient.

So, simply, from the conclusion of observations and interviews with researchers with competent sources in their fields, it can be concluded that in employee competency related to employee abilities and skills in choosing effective and efficient work methods, it is considered quite good in its implementation, but in terms of creating service programs, it has not been created properly because there is still a lack of programs in implementing tourism destination management.

4. Value

Value is an important thing in building employee competence in carrying out their performance because in its implementation the standard of employee behavior in carrying out tasks in carrying out work includes the values of honesty, openness, democracy, cooperation and measurable work aspects and others to build good value in carrying out work.

So simply researchers can So simply researchers can conclude about the value aspects related to factors such as openness, democracy and cooperation in working which are basically the most important aspects that must be possessed by employees so that in a performance they can run well both in terms of communication and other supporting factors to achieve goals in the institution that creates comfort at work such as harmony between employees which is basically to achieve common goals in an organization or institution that is in accordance with the desired goal.

5. Attitude

Attitude includes service, discipline, politeness, friendliness of employees in managing tourism destinations in Sumedang 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 regarding the attitude of employees related to service, discipline, friendliness and politeness is that it has been implemented quite well by the employees of the Pangandaran Regency Tourism and Culture Office in general, therefore, Pangandaran employees are required to behave well towards all people who visit or require the services of the office and must always prioritize the needs of the community for the sake of smoothness together. The implementation of the most important attitude in service is that all employees must implement 3s consisting of smiles, greetings, and greetings.

6. Interest

Interest is an individual's tendency related to the implementation of activities that are influenced by two determining factors related to the desire factor from within the individual or the desire from outside the individual.

So, in simple terms, what the researcher can conclude from the interview results above regarding the interest of employees in improving competencies related to the management of tourism destination objects in the Sumedang Regency Tourism and Culture Office related to the training that has been carried out by the Sumedang Regency Tourism and Culture Office has been quite good in its implementation but must be developed further in the future to support the interest of employees to improve their skills and work competency discipline

4. Conclusion

Based on the descriptions that the researcher has put forward in the previous chapters and the results of the research that has been conducted regarding Employee Competence for Managing Tourism Object Destinations in the Destination Field of the Sumedang Regency Tourism and Culture Office. So the researcher provides a conclusion as a contribution of thought that is expected to be useful for future development.

Employee competence for managing tourism destinations in the tourism and culture office of Sumedang Regency, namely in the competence of its employees who were studied and observed,

it was quite good in implementing the management of its tourism destinations, but there were still things that needed to be improved in terms of various things regarding employee competence that were assisted by information technology so that they could develop further in implementing the management of their tourism destinations. Therefore, in terms of the inhibiting aspect, the process of improving employee competence in managing tourism objects has not been supported by several adequate technological tools to be able to improve employee skills to be able to understand the use of current information technology to support improving competence in their work so that it can run effectively and efficiently in carrying out their work to add skills and facilitate their work.

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