

The Influence of Human Resource Quality on Tourism Competitiveness in the Kalibukbuk Tourism Area



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ABSTRACT: The human development index is used to calculate welfare by using various indicators as benchmarks, such as health, education, community income, expenditures, and living conditions. Welfare has evolved into an important aspect of a country. In fact, the establishment or formation of a state is linked to the realization of its people's welfare. The benefits to the community from income come not only from local and foreign tourists, but also from the effects of tourism itself. For instance, an increase in the number of hotels, restaurants, and other services. Economic growth can be driven by an increase in tourism demand and other supporting factors. The table below shows the number of foreign tourists who visit Lovina Tourism Area.

KEYWORDS: Sustainable Tourism; Human Resource; Lovina Tourism Area

I. INTRODUCTION

Welfare has become an important part of a country. In fact, the establishment or formation of a state is related to realizing the welfare of its people. Various ways, methods, rules, tools, approaches, or policies have been chosen and carried out by a country in order to achieve this goal (Purwana, 2014). These values and social institutions can become instruments for creating a more orderly and better life. Community welfare is one of the goals expected by each region. Various efforts are designed and implemented by local governments solely to increase growth for the region itself, and in the future, it is hoped that they will have a positive impact on the welfare of its people.

National regional development is directed at reducing inter-regional disparities in order to advance regions that are advanced, independent, and competitive by encouraging the accelerated development of centers of economic growth by exploring regional potentials and advantages. (Indriani et al., 2020). As an activity, tourism has become an important part of meeting the basic needs of people in developed and developing countries. Apart from being a driving force for the economy, tourism is an attractive place to reduce unemployment (Putra & Dewi, 2017). The tourism development process must be carried out systematically, comprehensively, and integrated across sectors and disciplines in order to obtain optimal benefits (Indriani et al., 2020).

The Ministry of Tourism and the Creative Economy in 2013 argued that one of the alternative solutions to improving people's welfare, especially in the economic sector, is to develop the tourism sector (Risman et al., 2016). Tourism is a potential that is greatly developed by each country's regions. Tourism itself is not only about tourist areas in the area; tourism can also improve and develop the creativity industry and the provision of services in the country (Risman et al., 2016). In this case, tourism is also influential in increasing social and economic activities in the region and the country.

The tourism sector is one of the most important sources of foreign exchange and is able to make a significant contribution to development. Conventional tourism products are starting to be abandoned, and tourists are turning to tourism products that value the environment, nature, culture, and attractions in a special way (Susyanti et al., 2014). Tourist satisfaction no longer relies on the natural beauty and completeness of tourist facilities alone but also on the flexibility and intensity of interaction with the environment and local communities. Furthermore, tourism has even developed into one of the largest industries in the world, which is evidenced, among other things, by the growth in the number of tourist visits and the income earned from international tourists. According to a report by the World Tourism Organization (WTO), the total number of tourist arrivals around the world in the last three years has almost reached 1 billion people per year (Afdi, 2015). Foreign exchange earnings from tourism have an important role in the structure of national foreign exchange earnings, especially when compared to foreign exchange originating from goods export activities. Aside from being a source of foreign exchange income, tourism also

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contributes to job creation, production activities, national income (GDP), private sector growth, and infrastructure development. Tourism also has the potential to increase state revenue from taxes, especially indirect taxes.

Although the various contributions of tourism to the economy have been recognized for a long time, research on the influence of tourism on economic growth has not received a large enough portion in Indonesia, making it difficult to determine the direction of the relationship between the two variables. Tourism can be described as product competition if the tourist destination is attractive and competitive in terms of quality compared to products and services from other tourist destinations. Tourism competitiveness is the capacity of tourism businesses to attract foreign and domestic visitors to visit a particular destination. Increasing competitiveness in tourism can be achieved by utilizing existing resources and increasing management capabilities so that they are more competitive. The more attractive the increase in the competitiveness of dining tourism becomes, the more it can increase the number of tourists visiting, thereby increasing the welfare of the community. This study attempts to uncover the impact of tourism competitiveness on people's welfare, as well as strategies for increasing tourism competitiveness on people's welfare.

II. LITERATURE REVIEW

A. Welfare Theory

In general, welfare can be said to live happily both physically and spiritually (Indriani et al., 2020). According to Arifin and Soesatyo (2020), welfare is one aspect that is quite important to maintain and foster social and economic stability because this condition is needed to minimize the occurrence of social jealousy in society. Welfare can be said to be a measure in a society, namely when people are in a prosperous condition (Markhamah et al., 2021). Measures of well-being include health, economic conditions, happiness, and the quality of life of the people. The purpose of realizing welfare is so that citizens can achieve a decent life and be able to develop themselves. Welfare covers all areas of human life (Markhamah et al., 2021). Starting with the economy, moving on to social, cultural, science and technology, defense, national defense, and so on. These areas of life include the number and range of services. The government has the main obligation to improve the welfare of its people. The concept of welfare is closely related to the concept of needs; with the fulfillment of needs, a person can be said to be prosperous. because the level of need is directly related to welfare indicators. The level of welfare in a country is one of the benchmarks for knowing the success of development in that country (Ridwan, 2019).

B. Community Welfare Concept

Community welfare is something that is subjective in that every society has different guidelines, benchmarks, and ways of living depending on the factors that produce prosperity. Welfare is measured using the human development index through various indicators as a benchmark, namely the level of health, education, community income, expenditure, and living conditions. Welfare life is a cycle that involves several changes in basic aspects of human life that do not improve towards a better situation in society, such as lifestyle and social relations. Furthermore, Zaman et al. (2021) argued that social welfare is a system that includes programs and services that assist people in meeting basic social, economic, educational, and health needs.

Welfare will be realized if the community in an area demonstrates information, namely the amount of income received by the community is sufficient to meet their primary and secondary needs, as well as other needs. There is an equal distribution of income in society, so there is no social jealousy. Educational facilities are also easier to access and more affordable. Also, the quality of health is improving and being distributed more evenly.

According to Nurohman et al. (2019), the welfare of society can be known through several aspects of life. First, consider the material conditions of life, such as living conditions and nutritional fulfillment in food. Second, quality of life from a physical perspective, including health and environmental conditions. Third, quality of life from a mental perspective, including educational facilities; and fourth, quality of life from a spiritual perspective, including morals, ethics, and compatibility adjustments.

In Indonesia, the indicator of national security is calculated using the ukur standard (Zaman et al., 2021). The indicator that is being used is as shown in table 1 below.

Table 1 Welfare Indicators

No	Indicator
1	Population Growth Rate
2	Population Density per km
3	Literacy Rate
4	Average Length of School

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5	Life Expectancy
6	Expenditure per Capita
7	Average percentage of expenditure on food consumption
8	Drinking Facilities
9	Percentage of Households with Non-Soil Floor Type
10	Percentage of Households with Floor Area < 20 M2
11	Percentage of Households with Walls
12	Percentage of Households with a Source of Lighting from PLN
13	Percentage of Households with Own Defecation Facilities
14	Percentage of Poor Population
15	Total Open Unemployment
16	Percentage of Population Who Experienced Health Complaints in the Last Month
17	Percentage of Population Experiencing Health Complaints and Interrupted Activities
18	Number of Working Population

C. Tourism Theory

The tourism sector is a collection of production units in different industries that provide goods and services that are especially needed by visitors. Tourism is an activity carried out by the community to visit an area with the intention of traveling or creating, not for profit, and to settle in the area. According to Indriani et al. (2020), "tourism" is a form of tourism that is responsible for preserving natural areas, can provide economic benefits, and is able to maintain cultural integrity for the local community. The law on tourism defines tourism as various kinds of things related to tourism activities and supported by various facilities and services provided by related parties such as the community, businessmen, government, and local government. The existence of unique and interesting tourism potential in an area should be utilized through good tourism development (Khotimah, 2017).

Tourism (ecotourism) is one form of the tourism industry, which is the goal of most people (Risman et al., 2016). Tourism can be seen based on the components that make it up. There are five types of components in tourism (Indriani et al., 2020), namely tourist attractions, promotion and marketing, the tourist market, transportation, and people who receive tourists and provide accommodation and tourism support services. According to Laturlean et al. (2019), the purpose of tourism is to improve the quality and quantity of tourism destinations. In addition, tourism can be an effective, efficient, and responsible marketing medium. Tourism can also create a tourism industry that is able to drive the national economy, and in terms of tourism management, it aims to develop tourism institutions, tourism governance, tourism marketing, and the tourism industry in a professional, effective, and efficient manner. To analyze the influence of tourism on the economy of a region and the welfare of the community, it can be seen from the contribution of the trade sector (business trade) and the visits of tourists who come to consume trade goods. According to Alfiah Mudrikah et al. (2014), there are five benefits of tourism for a country. First, tourism is an important factor in mobilizing the unity and integrity of a nation with a diverse society. Second, ourism is an important factor in mobilizing the unity and integrity of a nation with a diverse society. Third, tourism is an important factor in economic development. Fourth, international tourism is useful as a means of accelerating bilateral relations. The last benefit, tourism, can also be used as an introduction to a country on the international stage.

D. Tourism Competitiveness Concept

Competitiveness is one of the criteria used to determine a country's success and achievement of a higher goal in terms of increasing income and economic growth. Damanik & Purba (2020). Kamaruddin et al. (2019) stated that competitiveness can be interpreted from the demand side and from the supply side. From the demand side, the ability to compete means that the tourism products that are sold must be products that match the attributes demanded by consumers or products that are perceived as having high value by consumers. Increased competitiveness can be achieved by utilizing existing resources and improving management capabilities. As a result, if there is an increase in the competitiveness of tourist destinations, it will make those destinations more attractive so that they can increase the number of tourist visits.

The approach that is often used to measure competitiveness is seen in several indicators, namely comparative advantage and competitive advantage. Comparative advantage is an economic activity that, according to comparison, is more profitable for regional development, while competitive advantage is an advantage that can be created and developed (Kamaruddin et al., 2019). In determining the competitiveness of the tourism industry, a measurement tool is used, namely the Competitiveness

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Monitor analysis introduced by the WTTC (World Travel and Tourism Council). The Competitiveness Monitor analysis uses five indicators used to measure the competitiveness of the tourism industry, among others: the Human Tourism Indicator (HTI), the Price Competitiveness Indicator (PCI), the Infrastructure Development Indicator (IDI), the Environment Indicator (EI), and the Openness Indicator (OI).

III. METHOD

The previous section of this paper outlined the paper's research objectives with regards to investigating the relationship between students' economic behavior and their family's level of education. A systematic literature review can help researchers find, evaluate, and understand papers that are pertinent to their study. There were several steps involved in this study: (1) establishing the need for the review, (2) outlining the goals of the research, (3) describing the review process, (4) finding relevant papers to review, (5) determining which papers were eligible, and (6) compiling the results into a (Page et al., 2021).

IV. RESULT AND DISCUSSION

A. Responsible Tourism Marketing

The strategy for increasing the competitiveness of tourism is to increase the number of foreign and domestic tourists. Increasing the number of visits can be done by promoting tourism destinations in border areas that are part of the joint key in more creative and effective ways through a network of regional tourism online sites and by creating data and information about tourism destinations that are documented and easy to understand. Promotions can also be carried out through the provision, presentation, and dissemination of printed, electronic, and tourism publications. Another thing that can be done is to increase the existence of regional tourism through the participation of all tourism actors in regional and national tourism exchanges, especially in market focus areas.

An increase in the number of tourist visits will have an impact on the development of tourism. As an activity based on the principle of sustainability, it requires public understanding of tourism through support for organizing arts, culture, and tourism festivals at the local, regional, national, and even international levels. with meetings, incentive trips, conferences, and exhibitions both locally, regionally, nationally, and internationally through capacity building, promotion, and the organization and support of MICE (Meeting, Incentive Travel, Convention, and Exhibition) events.

B. Development of Strong Tourism Institution

In order to achieve a competitive level of health care and hospital management in Jawa Barat, the government's capacity and reputation must be increased. In addition, it is necessary to increase the quantity and quality of kepariwisataan services by growing human resources in tourism based on competency through collaboration with various educational and training institutions. And, during the development phase, it is necessary to increase the efficiency of research and development in order to improve the effectiveness of public-private partnerships. The findings of this study can be used to improve professionalism and day-to-day operations in the field of pariwisata management. To make this business a success, there must be careful coordination and communication between the government, the people, and the businesses themselves, as well as a strong emphasis on accountability in the development of public-private partnerships.

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D. The Effect of Tourism Competitiveness on Community Welfare

The existence of tourism competitiveness in a country will encourage people's welfare. This is due to the fact that competition in the tourism industry will generate demand in terms of both consumption and investment, which will lead to the production of goods and services. During the tour, tourists will do shopping, thus directly causing market demand for goods and services. Furthermore, tourist demand indirectly increases demand for goods and raw materials used to produce these goods and

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services. In an effort to meet tourist demand, investment is needed in the fields of transportation and communication, hotels and other accommodations, the handicraft and consumer product industries, service industries, restaurants, and others.

Community welfare derived from income does not only come from local and foreign tourists but also from the effects of tourism itself. For example: an increase in the number of hotels, the number of restaurants, and other services. It is the increase in demand for tourism and other supporting factors that can drive economic growth. The following table shows the number of foreign tourists coming to Indonesia. The presence of true tourism competitiveness will have an impact on the community's welfare, such as increased job opportunities or the ability to eliminate unemployment; increased national income (foreign exchange) income, which means that per capita income will rise; and the greater the tax income, the stronger the position of the external balance of payments. country (net balance payment), a country that develops the tourism industry. So, in terms of competitiveness, the goal of tourism is to direct and grow the economic benefits that come from people traveling for tourism.

V. CONCLUSION

Community welfare is something that is subjective, where every community has different guidelines, benchmarks, and ways of life for the factors that produce welfare. Welfare is measured using the human development index through various indicators as benchmarks, namely the level of health, education, community income, expenditure, and living conditions. Welfare has become an important part of a country. In fact, the establishment or formation of a state is related to realizing the welfare of its people. Community welfare derived from income does not only come from local and foreign tourists but also from the effects of tourism itself. For example: an increase in the number of hotels, the number of restaurants, and other services. It is the increase in demand for tourism and other supporting factors that can drive economic growth. The following table shows the number of foreign tourists coming to Indonesia.

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