

Exploring Destination Competitiveness Based on the Quality of Human Resources



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ABSTRACT: This research aims to determine the role of human resource quality in increasing the competitiveness of tourist destinations. This research uses a literature review design with five stages by relating conditions in the Kalibukbuk Tourism Area. The research results show that the competitiveness of destinations in the Kalibukbuk Tourism Area is influenced by the quality of human resources. This is because tourism in the Kalibukbuk tourism area is competitive due to the potential of attractions and nature as destination resources. The results of this research provide recommendations for expanding expertise regarding the tools and materials needed in the service industry, so that attitudes, actions, manners and other characteristics need to be developed, because tourism areas will have competitiveness if the human resources in them are of high quality.

KEYWORDS: destination competitiveness, kalibukbuk tourism area, quality of human resources, economic welfare

I. INTRODUCTION

Indonesia's most significant economic sector is the tourism industry. Tourism is not only a driving force behind the economy, but it is also a promising way to lower unemployment rates because, in general, tourism development is anticipated to be able to provide a sizable number of jobs in the tourist-oriented areas. Sembiring & Rohimah (2019) assert that when they refer to tourism, they mean a collection of businesses working together to provide the products and services that travelers require. The tourism industry, as defined by Law No. 10 of 2009, is a network of businesses that provide goods or services to cater to the demands of travelers and preserve tourism.

The government consistently invests in the tourist industry as a pillar of national development since it can support the national economy and is essential to a nation's or region's economic development strategy. This is due to Spillane & James' (1994) claim that it is simple to measure the contribution of the national tourism sector using a variety of benchmarks. The issue concerns contributions to the national income (GDP), balance of payments, job creation, and other tourism industry subsector sectors. The most crucial component of the central and local governments' long-, medium-, and short-term economic development goals can be prioritized as tourism development projects.

Tangkilian (2003) lists the following as examples of regional development, grouping of objects, and tourist attractions; development of tourism products; development of transportation networks or accessibility between regions and internationally; and development of public network centers. This means that regional government initiatives to promote tourism are inextricably linked to initiatives to raise PAD, such as taxes on entertainment, hotels, and restaurants, sales taxes, parking fees, and entrance fees to tourist attractions. Adding hotels, restaurants, cafes, entertainment businesses, travel agencies, shops that make and sell souvenirs, street vendors, and other businesses are examples of how business opportunities are growing. The growth of the tourism industry will inevitably lead to more employment opportunities in this field, which could ultimately result in an increase in the overall revenue of the town.

Human resources are crucial to the growth of the tourism industry. Tourists, tourism performers (tourists), and workers (employment) are all examples of tourism human resources. The role of human resources (HR) as workers can take the form of HR in government institutions, HR acting as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling, and improving the quality of tourism, and, not less importantly, the community. The comfort and pleasure of visitors to the area are also influenced by factors in and

Exploring Destination Competitiveness Based on the Quality of Human Resources

surrounding tourist destinations that are not covered by the aforementioned categories (Pajriah Sri, 2018). The tourism business is heavily reliant on people. The actualization of tourism involves interactions between people who travel in their capacity as consumers, such as parties who travel or tourists, and people who travel in their capacity as producers, such as parties who provide goods and services for tourism. As a result, the human element serves as a catalyst for the growth of the tourist sector in a nation (Setiawan, 2016).

One of the elements that contribute to the growth and development of the tourism industry is human resources. People are a very important resource in an organization, which highlights the significance of human resources in the tourist sector. Human resources are crucial for achieving good performance, particularly in service firms (Evans et al., 2003). Human factors are significant in many businesses and are crucial to achieving success at work. The great strength of any tourism company is not technical equipment or space, IT equipment, or any type of tourism product because everything can be replaced, mirrors, as in the tourism industry where companies have direct, intangible relationships with consumers that are very dependent on the ability of individual employees to pique interest and create pleasure and comfort for their consumers (Setiawan, 2016).

Instead, any tourism business's core strength is its human resources. The level of service that tourism employees provide directly affects how satisfied tourists are with the whole tourism offering (Nurjaman et al., 2020). The same idea was put up by Vidianto (2015), who claimed that human resources are crucial to the tourism industry. Because bids and consumers interact in the tourism industry, it genuinely has a personal touch. The host, who extends hospitality to the guests, plays a significant part in the situation. visitor. When visitors arrive to a tourist site, they are living in an unfamiliar environment and anticipate that the host will take great care to offer the best lodging, cuisine, and other tourist amenities. Temporary tourist visits' quality is greatly influenced by staff morale, cooperation, and training.

In the hospitality and tourist sectors, human resources constitute a crucial competitive advantage. One of a company's most crucial resources is its human capital, which has a direct impact on its ability to compete and thrive in the tourism industry (Mubarok et al., 2020). While every resource in a tourism business is significant, human resources are the resource that ties all other resources together into a functional organizational structure. Only employees of the highest caliber can meet the demands of a fiercely competitive corporate environment (Setiawan, 2016). Because successful businesses in the future will be locations of knowledge, quality, and capabilities that are their right and always available, tourism companies must continue to develop the knowledge, creativity, and innovation of human resources in order to obtain and maintain one of the competitive advantages that have been achieved. react quickly to transient market anomalies (Sulastri and Uriawan, 2020).

The island of Bali has tremendous tourism potential, which will advance in the coming years. Bali Island is a well-known tourist destination in Indonesia due to its potential for traditions and culture, specifically its natural potential. A common understanding that people are more than just consumers of progress cannot be isolated from recent talks about human resources. In addition, it is understood that development cannot solely rely on natural resources. Technology has recently grown in importance as another resource for growth. The creation and application of technology, however, heavily rely on people. High-quality human resources are a major factor in the rise of established nations like the United States, Germany, England, France, and South Korea as well as newly industrialized nations like South Korea and Taiwan.

In terms of the growth of tourism, Bali is comparable to sugar in that it attracts lots of ants (travelers). The official statistics report from the Bali Central Statistics Agency (BPS) showed that the rise in the number of international visitors to Bali during April 2022 compared to March 2022 reached 299.01%. These findings are consistent with that report's findings. This information indicates that the Island of the Gods has a strong potential for tourism. Bali will see a surge in foreign visitors who want to take in the natural beauty and distinctive local culture. The tourism sector, however, has evolved with the times, and top executive jobs in Bali's tourism business have been rare. According to Pratiwi (2018), human resources should be a key component in Bali's development. Future difficulties can be successfully met with enough resources, both in terms of quantity and quality.

In the tourism industry, particularly in Bali, human resources are still not at their best. The community can play a variety of roles in the growth of the tourism industry. Planning, developing, analyzing, and monitoring tourism should engage local communities. However, efforts to involve the community in tourism development encounter barriers to implementation because: (1) local communities lack resources and do not even understand the vision for tourism development; (2) there is low interest and awareness of local community resources regarding the importance of tourism; (3) there is a low capacity of local community resources in the tourism sector; and (4) there is a cultural gap between local community resources and to the tourism industry. In addition, the enormous number of foreign investors that hold shares in Bali deters locals from creating employment prospects. In order to maintain the competitiveness of Bali's tourism industry and advance its development, the Bali government must continue to work to produce exceptional human resources. A study on the quality of human resources and tourist competitiveness in the Kalibukbuk tourism region must be done in light of the review mentioned above. In addition,

Exploring Destination Competitiveness Based on the Quality of Human Resources

research must be done to ascertain how the caliber of human resources affects tourist competitiveness in the Kalibukbuk tourism region.

II. LITERATURE

A. *Tourism Theory*

The words "pari" and "tourism," which make up the definition of "tourism," are from Sanskrit. All or all of the term tourism refers to a travel, and the word pari indicates fully. Tourism, on the other hand, can be thought of as journeying, which is equivalent to the English term "reavel" in this context. In light of this, the term "tourism" can also refer to a trip that is made frequently or in circles from one location to another, often known as a "tour" in English. The Law Number 10 of 2009 defines tourism as a type of travel activity in which an individual or group of individuals travels to a particular location for amusement, personal growth, or to learn about the uniqueness of the tourist attractions visited for a brief period of time. Additionally, this is consistent with Yoeti's (1996) claim that tourism is a brief excursion from one location to another with the aim of just enjoying the journey of life for sightseeing, recreation, or the fulfillment of various aspirations rather than trying to make a living in the location visited.

In the meantime, natural resource attractions and man-made attractions are divided into two groups by Kuncoro (2001)

- 1) All ecosystems and the creatures that live therein are natural tourism attractions. Tourist attractions that can be produced as natural tourist attractions include physical and biological natural resources.
- 2) Man-made attractions include traditions (faith, cultural animation, festivals), cultural attractions (religion, modern culture, museums, art galleries, archaeological sites, architecture), and sporting events (Olympics, World Cup, competitions).

One of nine agriculture zones is designated as a tourism area under Law No. 47 of 1997 concerning National Regional Spatial Planning, Article 11, Paragraph 1. According to Article 49 of the law, the tourism region must meet the following requirements:

- 1) Regions that, if used for space tourism, can help bring in more foreign currency and investment, as well as cross-sector and sub-sector development projects and related economic activities, do not interfere with the protected function by not getting in the way of efforts to protect natural resources.
- 2) Areas that can technically be used for tourism activities and do not disturb the preservation of culture, natural beauty, or the environment. b. In addition, by creating job possibilities, they will have a growing influence on income in the neighborhood, country, and area.

B. *Concept of Tourism*

According to Spillane & James (1994), the growth of the tourism industry would be influenced by social, cultural, political, and economic factors aimed at enhancing community welfare. This is consistent with the idea of national tourism development as stated in Law No. 9 of 1990, which states that the implementation of tourism is intended to increase national income within the context of people's welfare and prosperity by enhancing and equalizing business and employment opportunities as well as encouraging regional infrastructure development to facilitate the introduction and utilization of tourist objects and attractions. Apart from that, the goal of tourism development is to enhance inter- and intra-national camaraderie as well as affection for the nation. With the growth of the global population and the creation of a population that needs to be refreshed more frequently due to busier work schedules, travel will continue to be more necessary in the present and the future.

The following are reasons why people travel, according to Fandeli (1995): 1) the desire to escape the stresses of city life; 2) the desire to change the environment and make the most of free time; 3) the advancement of communication and transportation technologies; 4) the desire to see and learn about new people and places; and 5) rising income, which can enable someone to freely travel far from where they live. Parma (2018) asserts that tourism contributes to its effects on people's lives.

There are five ways to recognize this, including:

- 1) Traveling improves the balance of payments. The balance of payments is a comparison of all budget items that must be paid to foreign countries as expenditures and all budget items that the state receives as income from foreign countries (Yoeti, 1996).
- 2) Development of non-industrial areas is influenced by tourism. Since tourist sites are located in rural places, it may be argued that development there hasn't been the best. This has the potential to develop into a tourist destination, and development takes place when hotels, restaurants, shops, and other establishments are built.
- 3) Tourism generates employment. The tourism sector and the goods it produces require a lot of labor. like a hotel that needs staff to run it. Visitors have a need for food and drink, which indirectly supports the agriculture industry. There are numerous

Exploring Destination Competitiveness Based on the Quality of Human Resources

job openings in the education sector because many individuals in the tourism industry need specialized education and training.

4) Multiplying impact Any new money that enters an economy, whether it be in the form of investments, gifts, government spending, remittances from overseas employees, or tourist spending, stimulates the economy several times since it is subsequently spent.

C. Human Resources Quality

Poerwadarminta claims that the term "resources" explains how the terms "source" and "power" have different etymological meanings, with "source" denoting "origin" and "power" denoting "strength" or "ability" respectively. Therefore, resources refer to "ability" or "the source of strength." According to Bukit et al. (2017), human resources are an individual's combined capacity for thinking and physical strength; their behavior and characteristics are influenced by their environment and genetics, while their motivation for working is driven by the desire to achieve personal fulfillment. In all facets of management, but especially those involving the continuation of the company, human resources are a valuable resource.

Human resources are the most crucial factor to take into account in an organization because they are the key resource for achieving organizational goals. Because they have a key position in a business, human resources must be used properly and efficiently in order to be highly effective. According to Rivai and Sagala (2009), HR management is a strategic set of procedures and actions that integrates the demands of the organization and its people in order to achieve corporate goals. Sukirno (2006) concurs that a company's human resources are the people who contribute ideas and perform a variety of tasks to help the company reach its objectives. Their ideas and labor in various firm activities constitute the contribution in question. In terms of human resources, everything that is employed by the business to achieve its objectives is covered, not just experts, educated people, or experienced staff. Human resources should be divided into macro- and micro-understanding for better clarity. At a macro level, human resources are defined as all individuals who have entered the workforce as citizens or inhabitants of a nation or inside specific territorial limits, regardless of whether they have actually found employment. Macrohuman resources also refer to those who are of working age, yet there are still others who aren't because they haven't taken advantage of the employment prospects in their community for a variety of causes and issues (Martoyo, 2002).

A. Dimensions of human resource quality

In order to realize their vision and accomplish their medium- and short-term goals, businesses or organizations in the human resources sector undoubtedly want to always have access to qualified workers who meet the necessary competency standards. The stated goals for human resource management must be met, and this requires the development and upkeep of human resources to allow for the smooth operation of all organizational operations. The following are the human resource indicators, according to Kasanuddin in Aisyah et al. (2017): Knowledge and skills are included in the intellectual quality along with education, knowledge of the subject matter, ability, work-related zeal, and planning and organizational skills. Activities will go smoothly if management functions are used, according to Rivai & Sagala (2009). The functions of human resource management fall into two categories. The planning, organizing, directing, and controlling functions are all part of the management function, which comes first. Second, there are organizational functions like hiring people, developing them, paying them, integrating them, keeping them in place, and ending employment relations.

1) Managerial Role

Management has a position that can support and assist in their implementation in order to be able to do their duties and roles well and correctly. There are four (four) functions or activities in management, according to numerous experts:

a. Organizing

Planning is the process of estimating the workforce's condition in order to ensure that it can effectively and efficiently meet organizational needs and contribute to goal realization. "As managers engage in planning," write Robbins and Coulter (2012), "they set goals, establish strategies to achieve those goals, and develop plans to integrate and coordinate activities." Setting goals, creating plans to attain those goals, and integrating and coordinating various operations are all parts of the management function known as planning. The planning process for HR managers entails assessing the development of an HR program that will be helpful in accomplishing the company's objectives.

b. Planning

By deciding on the task division, working relationships, authority delegation, integration, and coordination in the form of an organizational chart, organizing is the process of managing employees. Organizations are merely tools for achieving objectives. Effective goal realization is made possible by a strong organization.

Exploring Destination Competitiveness Based on the Quality of Human Resources

c. Informing

Giving instructions to employees to collaborate and work effectively and efficiently to support organizational goals is the activity of direction. The leader is responsible for providing direction, and via his leadership, he will help his team members do their tasks effectively. To find personnel who meet the demands of the firm, a procurement process is used. This process includes recruitment, selection, placement, orientation, and induction. Goals can be achieved with effective procurement.

d. Exercise

Control is the action of ensuring that workers follow organizational policies and perform as intended. Corrective and/or perfective measures are conducted if deviations exist. Attendance, discipline, cooperation, and upkeep of the workplace are all aspects of employee control.

2) Operation

The foundation for an effective and efficient execution of human resource management in accomplishing organizational or corporate goals is the operational function of HRM. The activities carried out by human resource management are in accordance with the various connected functions that human resource management functionally possesses.

III. METHOD

This study is a systematic literature review, which demonstrates how research and development technique is used to gather and evaluate studies that are connected to the heart of a given subject. A systematic literature review's objective is to look over, locate, rate, and analyze all research on the subject of a phenomenon of interest with varied questions in a specific study as necessary (Sugiyono, 2018). In order for readers to grasp this research, descriptive analysis—which involves an organized presentation of the data obtained—is used. There were five stages to this research. Review the information on potential and human resources in the kalibukbuk tourism area first. Second, pinpoint issues with the kalibukbuk tourism area's ability to compete. Third, create difficulties that are associated with the problem that is the subject of the investigation and analysis. Fourth, gather information and materials about the issue at hand to bolster the validity of the current problem analysis. Fifth, examine and present the impact of human resource quality on the region of kalibukbuk tourism area competitiveness. Although this research can be evaluated and discussed in several publications and books, it cannot be immediately applied in practice.

IV. RESULT AND DISCUSSION

A. *Quality of Human Resources in the Kalibukbuk Tourism Area*

The caliber of a tourism destination's human resources is what defines how competitive it is. The availability and caliber of people resources (friendliness, expertise, and educational and research institutions) have an impact on destination growth and success, according to Vengesai et al. (2013). A tourism destination won't be able to compete with other areas if it grows without the attributes of good management. The competitiveness of tourism will be influenced by the quality of human resources used in tourism management (Bulatovi et al., 2016). Tourism locations can be managed by qualified human resources, who can also adjust to changing market demands. Similarly, it is indisputable that human resource capabilities, which may be acquired through education and training, have an impact on competition in the tourism industry (Vengesai et al., 2013). This circumstance is actually a supporting element that can be maximized to raise the level of tourism competition in the Lovina region. The workforce in the area is composed of qualified tourist professionals. The majority of tourism workers receive their education and training in the industry, either through vocational high school education, tourism diplomas, or through Buleleng Regency's training facilities for tourism professionals. They must be able to comprehend, utilize, and adapt to new information technology and informational resources, as well as work well with others and quickly changing organizational structures.

B. *Tourism Competitiveness of Destinations in the Kalibukbuk Tourism Area*

On Bali's north coast, there is a popular tourist destination called Lovina Beach. Although it is known as the Kalibukbuk Tourism Area, this region's official name is Kalibukbuk Tourism. This region consists of two subdistricts: Kaliasem Village and Temukus Village are in Banjar District, while Pamaron Village, Tukadmungga Village, Anturan Village, and Kalibukbuk Village are in Buleleng District. Both are situated in the Level II regional district of Buleleng. Pamaron Village, located 5 km to the west of Singaraja, is the easternmost village, and Temukus Village, located 12 km to the west of Singaraja, is the westernmost village. The distance between Singaraja and the Kalibukbuk Tourism Area's center is 10 kilometers. Lovina Beach, unlike Kuta Beach and Sanur Beach, is not ideal for sunbathing due to the large number of canoes (small boats) lined up on the edge of the beach. In the morning, these canoes are used for events involving dolphin gazing. Additionally, unlike Kuta Beach, Lovina Beach's waves are too quiet to be used for surfing. You simply need to pay a parking fee of IDR 1,000 for two-wheeled vehicles and IDR 2,000 for four-wheeled vehicles to enter the Lovina beach area.

Exploring Destination Competitiveness Based on the Quality of Human Resources

People's desire to visit locations with diverse cultures, climatic conditions, and viewpoints from their home countries is the foundation of tourism. Moving physically between several areas. Therefore, getting there requires travel, and as a result, getting there comfortably requires conveyance. Tourism and transportation have a significant relationship. While expanding tourism raises the need for better transportation, increasing tourism facilities boosts tourism itself (Mill, 2000:31). The location or accessibility of a tourist attraction is crucial to its success. If the tourist destination is strategically located, easy accessibility will immediately correlate with the quantity of visitors. Lovina Beach is situated in an accessible area that is not difficult to get to. In order to draw visitors, it is important to identify tourist sites in terms of the attractions they offer. Visitors are drawn to a place by its attractions, which are often built first. Each natural area's natural resources have distinctive characteristics that set it apart from other locations.

The attractiveness produced by temperature changes, variety, natural scenery, and a range of recreational elements made available by these resources are the most crucial factors for tourism. Tourists are drawn to a destination by its existing attractions. The dolphin show is Lovina Beach's most well-known attraction. Since dolphins in this area only arrive between 06.00 WIT and 08.00 WIT, the best time to watch dolphins is in the morning at 06.00 WIT. At that time, dozens of dolphins will naturally display their actions, even if later than that time the dolphins have vanished and returned to the middle of the water. There are people who simply swim on the water's surface, and there are people who bounce up and down. Of course, the beauty of these black sea creatures will wow you. The waves at Lovina Beach are tranquil, and the beach there is dark. Given these circumstances, Lovina Beach is a good place to go diving, snorkeling, swimming, fishing, sailing, rowing, and taking baths. Visitors can select activities based on their personal preferences.

Natural capacity In the tourist area, the waves are calm, and the beach is dark. Given these circumstances, Lovina Beach is a good place to go diving, snorkeling, swimming, fishing, sailing, rowing, and taking baths. Visitors can select activities based on their personal preferences. The equipment that visitors will require has been prepared by the beach managers. Therefore, visitors only need to rent from the manager. Mountainous terrain surrounds Lovina Beach. You can plainly observe the natural grandeur of the mountains and the idyllic ambience of the beach with the sound of the waves from Lovina Beach. Because of this, the air at Lovina Beach is a mix of warm beach air and cool mountain air.

The amenities for tourism assistance at Lovina Beach serve to facilitate tourist activities when they are in the vicinity of the tourist attraction. Tourists need a place to stay and something to eat or drink because they are distant from home. The primary amenities consist of: a. Accommodations Tourists need accommodations as a location to relax and find shelter while visiting a popular tourist destination. Tourists really require a place to stay because their home is far from tourist sites. Accommodations are typically located close to tourist attractions. Hotels, inexpensive hotels, homestays, villas, bungalows, and other lodging options are available near Lovina Beach. The Sunari Hotel, Starlight Lovina Beach Hotel, Aneka Hotel Villas and Spa, Villa Teman, Dolphin Beach Bali, Melka Excelsior Hotel, and numerous additional lodging options are a few examples.

C. The Influence of Human Resources on Destination Competitiveness

The tourism business is heavily reliant on people. The actualization of tourism involves interactions between people who travel in their capacity as consumers, or parties who travel as tourists, and people in their capacity as producers, or parties who provide goods and services for tourism. Therefore, one of the human factors serves as a catalyst for the survival of the travel and tourism sector in a nation (Setiawan, 2016).

In this instance, human resource figures or figures in the 21st century are persons who meet the criteria listed below, according to Tjokrowinoto in Nandi (2008):

- 1) Possess insight, knowledge, abilities, and behaviors (attitudes) that are pertinent and capable of assisting in the accomplishment of goals and job areas in an organization.
- 2) Exhibit strong work ethics, a commitment to excellence, and loyalty to the organization.
- 3) Feel accountable for their actions and have a clear awareness of their responsibilities as an employee or as a part of organizational management.
- 4) Be professional and have a strong desire to produce results.
- 5) Consistently enhance your potential and skills to ensure that organizational activities are carried out efficiently.
- 6) Possess strong technical, managerial, and leadership skills.
- 7) Possess the greatest level of knowledge and proficiency in the relevant field, as well as the capacity to transmit technology.
- 8) Possess a strong and persistent sense of entrepreneurship.
- 9) Adopt a perspective and behavior that are consistent with the organization's vision, goal, and workplace culture.

In accordance with Mubarok et al. (2020), who claim that a tourist company's human resources are one of its most crucial resources and directly affect its ability to compete and survive in the tourism sector, Tourism human resources are people or

Exploring Destination Competitiveness Based on the Quality of Human Resources

actors who interact or are connected, directly or indirectly, with all aspects of the tourism business. Human resources are a crucial component of the tourism industry's engine. The best possible tourist growth can be accomplished by having people resources in the tourism industry who are highly competent. Tourism education is one of the keys to maximizing the industry's potential because it produces skilled people who need to be continually trained.

The absence of adequate infrastructure to support tourist education is one of the issues with expanding tourism, as Spillane & James (1994) noted. To compete in the global market, a staff that is capable, skilled, highly skilled, and committed to its field is a must. The emphasis should be on the service component, which is specifically catered to the demands of tourists, since the output of the tourism business is a "service". In the tourism industry, the primary metric for determining professionalism is service quality.

Thus, it can be claimed that having qualified human resources will affect how competitive the tourism industry is. To develop skilled human resources for the tourism industry through training and education. The level of talents and abilities required by the local Balinese population to participate in the tourism business will determine how competitive an organization or sector of the tourism industry is.

V. CONCLUSION

The description of the research data leads to the conclusion that the competitiveness of destinations in the Kalibukbuk Tourism Area is influenced by the quality of human resources. The Kalibukbuk tourism area's people resources are of a high caliber and have got the education and training necessary to compete. Tourism in the Kalibukbuk tourism area is competitive due to the potential of attractions and nature as destination resources. The presence of suitable infrastructure and supporting services. Although there are some challenges with regard to human resources, whose quality needs to be further improved by providing tourism education so that Bali tourism continues to exist in the eyes of the world by providing quality, the current state of tourism in Bali has developed quite well in order to make Bali tourism well known abroad. Best support. Gaining understanding of the diverse service protocols associated with various tourism activities, such as how service in hotels differs from service in recreation areas or on tours additionally, the expansion of expertise regarding tools and materials required in the service industry. Similar to how attitudes, actions, manners, and other traits need to be developed, human resource development is also necessary.

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Exploring Destination Competitiveness Based on the Quality of Human Resources

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