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HUMAN RESOURCE DEVELOPMENT OF KARAVEA DIVING GROUP IN INCREASING TOURIST VISITS TO TANJUNG PINANG TOURISM DESTINATIONS DONGGALA REGENCY CORAL

Rudin. M, Maria Lea Fensy Bakarbessy and Vallencya Siska Rungka

Lecturer at Abdul Azis Lamadjido University
Doctoral Program Student in Social Sciences, Tadulako University, Palu
State Civil Apparatus in Donggala Regency

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ABSTRACT

Development of Human Resources for the Karavea Diving Group in Increasing Tourist Visits at Tanjung Karang Tourism Destinations, Donggala Regency. The purpose of this study was to identify and analyze the development of human resources for caravea diving groups at the Tanjung Karang tourist destination, Donggal Regency. This type of research is qualitative research with four informants selected. Data collection using observation techniques, interviews, and documentation. The data analysis techniques used are (1) data collection (2) data reduction (3) data presentation (4) verification (5) conclusions. Based on the results of the study it was concluded: 1) Development of Human Resources for the Caravea Dive Group in Increasing Tourist Visits at the Tanjung Karang Tourism Destination, Donggal Regency, has been going well. 2) Inhibiting factors in the development of Human Resources for the Karavea Diving Group in Donggala Regency and the development of the Tanjung Karang tourism object, namely; (1) There is no maximum variety and innovation in types of tourism related to Tanjung Karang beach as a tourism village. Along the coast has not been laid out optimally so it seems chaotic. Tanjung Karang does not yet have a competitively superior tourist attraction. (2) Health services are not yet available, in both health centers and hospitals, and cleanliness is not maintained in the Tanjung Karang tourist area. 3) Supporting factors, namely: (1) Tanjung Karang tourism object is a tourist attraction that has natural tourism attractions, cultural tourism (Living Culture of fishing communities), and special interest tourism (water sports). (2) Government policy in Central Sulawesi Province to make tourism a development priority. (3) Has proximity and ease of accessibility (road infrastructure, transportation capital) and the center. Availability of supporting facilities for tourism activities, such as lodging, stalls, restaurants, and rental services. 1.

KEYWORDS: Human Resources, Tourist Destinations and Tourists.

INTRODUCTION

Tourism is one of the important sectors in supporting economic growth. Tourism as an economic engine is also an attractive vehicle for reducing unemployment, because the development of tourism as a whole is expected to be able to create quite large employment opportunities in areas that are tourist destinations., (Rusyidi, 2018).

Tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local government (Law No. 10 of 2009). One form of tourism development that involves the community is through the development of human resources for tourist groups.

Tourism is one of the utilizations of natural resources that can have high economic value for a region that manages natural resources into a tourist spot that can attract visitors both from within the country and from abroad. The legal basis for tourism development in accordance with the development principles is Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (Article 6: Tourism development is carried out based on the principles as referred to in Article 2 which are realized through the implementation of tourism development plans by paying attention to the diversity, uniqueness, and distinctiveness of culture and nature, as well as human needs for tourism).

The tourism sector is one of the regional potentials that will certainly become a characteristic of a region, the development and management of tourism in Indonesia is very good, as proven by the many Tourist Destinations (DTW) that Indonesia has, tourism is also one of the sources of foreign exchange.

A fairly large country. Efforts to develop the Indonesian tourism world are supported by Law Number 10 of 2009 concerning Tourism, which states that the existence of tourist attractions in an area will be very profitable, including increasing the standard of living of the community and expanding

Human Resource Management

Human resource management is a part of management science that focuses on the regulation of the role of human resources in the activities of an organization. Human resource management is different from personnel management. Human resource management considers employees to be the main assets of the organization that must be managed well, so that human resource management is more strategic for the organization in achieving the goals that have been set. While personnel management considers employees as one of the production factors that must be utilized productively, or personnel management emphasizes more on systems and procedures. The definition of human resources needs to be understood before explaining about human resource management.

Human Resource Development Indicators

In detail, the human resource development activity areas are divided into 4 (four) parts, namely:

1. Employee training;
2. Employee education (employee education);

3. Employee development;
4. Non-employee development.
(Nadler 2017: 134)

non-employee development” activity is actually not related to the development of the employees of the institution concerned, but is an educational and training activity for the general public. The results or graduates of these education and training activities can be used to meet the needs of employees or staff of the relevant institution or organization, or may be absorbed by institutions outside the human resource development institution. As mentioned above, training is an activity to improve the abilities of employees or staff in an institution, so that training is a process that will result in a change in behavior for employees or staff. Concretely, this change in behavior is in the form of increasing the abilities and targets of the employees concerned.

Tourist

In KBBI (Big Indonesian Dictionary), Tourism is related to travel for recreation; traveling. Then according to Law Number 10 of 2009 concerning Tourism, it is stated that tourism is a travel activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local government.

Tourism Development

Tourism development in a tourist destination area will always be calculated with the benefits and advantages for the surrounding community. Tourism development must be in accordance with mature planning so that it is beneficial for the community, both in terms of economy, social and also culture. Tourism development must certainly pay attention to things that influence its implementation. Yoeti (2016) said that tourism infrastructure is all facilities that allow tourism facilities to live and develop, so that they can provide services to satisfy the diverse needs of tourists. These infrastructures include

- a) Transportation: roads, railways, air and sea ports, terminals.
- b) Power plant installations and clean water installations.
- c) Telecommunication systems, including telephone, telegraph, radio, television, post office, etc.
- d) Health services, either health centers or hospitals.
- e) Security services, both security posts guarding tourist attractions and police posts to maintain security around tourist attractions.
- f) Tourist services, either in the form of an information center or tour guide office.
- g) Gas stations, etc.

Promotion of tourist attractions

The strategy used by the regional government, especially in the tourism sector, in developing tourism is that in promoting tourism, they accept invitations from several regions that have interesting tourist attractions, and use marketing media through print media.

(brochures, billboards, pocket books, calendars) and electronic (internet, radio, television).

Flow of Thought

Human resource development is the key to driving tourism, so that the government can use legal instruments as social engineering in its capacity as an implementer and facilitator in the planning, management and supervision process of Indonesia's human resource potential in facing tourism that is based on increasing people's welfare. The development of human resources of the Karavea Diving Group in this study was measured by indicators proposed by (Nadler 2007: 134) which consist of: (1) Employee training, (2) Employee education, (3) Employee development and (4) non-employee development.

Types of research

This type of research is qualitative research, namely research intended to find out or describe in detail about the Karavea Tanjung Karang Diving Group, Donggala Regency, Central Sulawesi Province. This descriptive approach is used to develop concepts and collect facts and does not carry out hypothesis testing, Arikunto (2011: 21).

Location and Time of Research

The location of the research conducted by the author is located in the Karavea Tanjung Karang Diving Group, Donggala Regency, Central Sulawesi Province. The time needed for this research was three months, namely July, August and September 2022.

Concept Definition

To make it easier for the author to analyze this research, the concept definition is outlined as follows:

1) Human resource development, is a process of improving human quality or ability in order to achieve a predetermined goal. Human resource development in this study is measured using indicators put forward by (Nadler 2017: 134) which consist of: (1) Employee training, (2) Employee education, (3) Employee development and (4) non-employee development.

2) Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local government.

Data collection technique

The data collection required in this research was carried out using several techniques as follows:

1) Observation is a data collection technique by systematically observing and recording symptoms or phenomena that exist in the research object. Judistira, (2009 : 281)

2) Interviews are a data collection technique carried out by holding direct questions and answers with informants or respondents, Maman (2017: 21).

- 3) Documentation, namely taking data related to the research, for example, photos of employees working, photos when researchers conduct interviews with informants and pictures of organizational structures.

Data Analysis Techniques

1) Editing Data

Data Editing is the process of selecting, formulating concerns, abstracting and transforming data obtained in the field. This process takes place from the beginning to the end of the research.

2) Data Grouping

Data grouping is the collection of information that is arranged and provides the possibility of drawing conclusions and taking action. The form of presentation is in the form of narrative text, matrix and chart. Data presentation is also part of the analysis and even includes data reduction. In this process, researchers group data systematically to make it easier to understand.

3) Interpretation of Data Meaning

The interpretation of the meaning of the data in this study was carried out as follows, after the data had been grouped, the next step was to interpret the data from the interview results regarding human resource development at the Karavea Diving Group in Donggala Regency, Central Sulawesi Province.

4) Drawing Conclusions.

Drawing conclusions is an activity of a complete configuration. The meanings that emerge from the data must always be tested for their truth and suitability so that the validity of the data is guaranteed. In this stage, the researcher formulates propositions related to the principles of logic, raising them as research findings.

History Karavea Padi Dive Resort

The actual spelling Karavea is Karapea from the Kaili language. Karapea is the former name of Tanjung Karang, before it was known as Tanjung Karang, consisting of 2 syllables, namely; Kara means Coral and Pea means Sea Cucumber. Karavea Leader Mr. Muhammad Amin Arsyad is the 4th generation since his ancestors inhabited the Tanjung Karang area in the 1930s and according to the story, Karavea used to have a kingdom led by a woman named Bunga Mela, therefore, to commemorate the real name of Tanjung Karang, this diving group was named Karavea to make it easier to pronounce in Indonesian.

Karavea Dive Group has been around since 2010 but they still work at Prince John Dive Resort owned by Mr. Pieter, a German citizen. Donggala Regency Government through the Donggala Regency Tourism Office in 2019, 2020 and 2021 through the capacity building activities of Human Resources for Tourism and Creative Economy, implementing PADI (Professional Association of Diving Instructors) licensed Diving Nature Tour Guide Training with PADI Instructor Mr. Anwar Dosi from Tojo Una-una Regency, where 80% of the participants are local residents in the Tanjung Karang tourist destination area who are also the Karavea Diving Group.

In 2021, Karavea Diving Group has a diving license from PADI (Professional Association of Diving Instructors) starting from the OWD (Open Water Dive) Advance, EFR RESCUE (Emergency Fast Response), and Dive Master levels so that from a Diving Community or Diving Group it became Karavea Dive Service and in the same year it also became Karavea Dive PADI Resort with registration number S.28729 which is registered with PADI Asia.

Research Informants

The number of informants in this study was 4 people, which are described in the following table.

Table 1 Research Informants

Name	Position	Information
Muhammad, S.STP. M.Si	Head of the Donggala Regency Tourism Office	Have competence in the field of tourism
Moh. Amin Arsyad	Leader of Karavea Diving Group, Donggala Regency	Padi Dive Master
Early Daughter Utami	Karavea Dive Group Guide	Padi Dive Master
Gunawan	Karavea Dive Group Guide	Advance Paddy

Source: Karavea Diving Group, Donggala Regency , 2023

DISCUSSION

Details of the results of interviews with informants for each indicator in this study are described as follows:

1) Employee Training (Employee Training)

Associated with employee training in this study, the results of the researcher's interview with key informants, namely Mr. Muhammad, S.STP. M.Si as the Head of the Donggala Regency Tourism Office who was interviewed on Tuesday, January 10, 2023, at 12.37 - 13.25 WITA, as following:

Employee training at the Karavea Diving Group in Donggala Regency is carried out at least once every two years to see the progress of previous training. Then there are also other things that must be given training so that all tourism potential can be touched. Furthermore, the employee training mechanism at the Karavea On The

Spot Diving Group conveys theory then continues with practice in the field. Employee training is carried out in the Tanjung Karang Tourist Destination area of Donggal Regency a. Tanjung Karang Tourist Destination, Donggal Regency a. Furthermore, as proof of having attended the training and being declared to have passed the training, participants are given a PADI (Professional Association Of Divig Instructor) license certificate.



Figure 4.1 (Photo Interview with Muhammad, S.STP. M.Si Head of the Donggala Regency Tourism Office).

Employee Education Education

Associated with employee education in this study, the results of the researcher's interview with Mr. Moh. Amin Arsyad as the Leader of the Karavea Diving Group, Donggala Regency are presented. who was interviewed on Wednesday , January 11 , 2023 , at 10.30 – 11.40 WITA , as follows:

According to what I see, it shows that the level of education of employees at the Karavea Diving Group in Donggala Regency is diverse, consisting of 1). *OWD (Open Water Diver License*. 2) *PADI (Professional Association Of Divig Instructor)*. 3). *Rescue PADI license*. 4) *Dive Master (Guide) PADI License* and 5) *Discovery Iscuba Diving (DSD)*. So far, in the Karavea Diving Group in Donggala Regency, there have been no graduates of Tourism schools. Specifically for education, it was carried out in 2019 through simulation training with licenses in 2020 and 2021. The Donggala Regency Tourism Office held a licensed diving certification *Professional Association Of Divig Instructor (PADI)* . The level of education certainly affects the quality of work and certainly has an impact on increasing the number of tourists interested in underwater. (The interview was conducted in the office of the Karavea Diving Group Leader , Donggala Regency).

Employee Development

In relation to employee development in this study, the results of the researcher's interview with Dini Putri Utami as an employee of the Karavea Diving Group , Donggala Regency are presented. who was interviewed on Thursday , January 12 , 2023 , at 10.12 – 11.30 WITA , as follows:

Employee development at the Karavea Diving Group, Donggala Regency is very good after participating in education and training such as *the Professional Association of Divig Instructors (PAD). Dive Master (Guide) PADI License and Discovery Iscuba Diving* . So far in the Karavea Diving Group, Donggala Regency, all employees have the same rights in the field of education. Then employee development can increase visits by foreign tourists and domestic tourists, especially tourists who are interested in under water. (Interview in the Karavea Diving Group office, Donggala Regency).

Non - Employee Development

Associated with Development of Non-Permanent Employees in this study presents the results of the researcher's interview with Gunawan as an employee of the Karavea Diving Group, Donggala Regency. who was interviewed on Saturday, January 14 , 2023 , 09.12 – 10.30 WITA , as follows :

Karavea Diving Group, Donggala Regency, conducted Non-Permanent Employee Development and was given an explanation that many tourists visited, both domestic and foreign tourists. So far, Karavea Diving Group , Donggala Regency , also has Non-Permanent Employees. All employees have the same rights in employee development. Then Karavea Diving Group conducted Non-Permanent Employee development so that it can increase tourist visits (Interview conducted in the Karavea Diving Group office, Donggala Regency).

The informant's opinion above can be said that along with the increasingly sharp job competition due to drastic changes in technological and environmental factors in every aspect of human life, every organization must provide excellent and valuable services. In other words, Non-Permanent Employee Development must be able to provide satisfactory service (customer *satisfaction*) and be oriented towards value (customer *value*) so that Employees do not merely pursue high work productivity, but rather the process of achieving Employee performance achievements so that the community and tourists can be served well.

CONCLUSION

Based on the results of research and analysis conducted by researchers regarding Implementation of Basic Training for Prospective Civil Servants Donggala Regency, it is concluded as follows:

1) Human Resource Development of Karavea Diving Group in Increasing Tourist Visits to Tanjung Karang Tourist Destination, Donggala Regency has been running well. This can be seen from the level of education and training of employees at Karavea Diving Group, Donggala Regency, which is diverse, consisting of 1). *OWD (Open Water Diver License*. 2) *PADI (Professional Association Of Divig Instructor)*. 3). *Rescue PADI license*. 4) *Dive Master (Guide) PADI License* and 5) *Discovery Iscuba Diving* .

2) Inhibiting factors in the development of Human Resources of the Karavea Diving Group in Donggala Regency and the development of the Tanjung Karang tourist attraction are ; (1) The variation and innovation of types of tourism related to Tanjung Karang beach as a tourist village are not yet optimal. (2) There are not yet adequate cottage room facilities . (3) There are not yet adequate electricity installations and clean water installations . (4) There are not yet There are a number of police officers available to maintain security around tourist attractions (5) There are no health services available, either health centers or hospitals, and cleanliness in the Tanjung Karang tourist area is not maintained.

3) Supporting factors in the Development of Human Resources of the Karavea Diving Group in Donggala Regency are (1) Tanjung Karang tourist attraction is a tourist attraction that has natural tourist attractions, cultural tourism (*Living Culture* of fishing communities) and special interest tourism (water sports) . (2) The government policy in Central Sulawesi Province to make tourism a development priority is an opportunity to develop the Tanjung Karang tourist attraction. This can be seen from various tourism activities, both in the creation of RIPDA, research, and promotion. (3) Having proximity and ease of accessibility (road infrastructure, transportation capital) and the center of availability of supporting facilities for tourism activities, such as accommodation, stalls, restaurants, rental services.

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