

Human Resource Management Training In The Digital Era For Dawuhan Tourism Village Managers

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Abstract.

Awareness of becoming a Disaster Resilient Society encourages people to increase their preparedness for the threat of disasters and increase income from this awareness by creating the Dawuhan tourist village. Dawuhan Village, Wanayasa District, Banjarnegara Regency, Central Java has extraordinary potential for the natural environment, community and village government working together to develop the village's potential. This ongoing community service has produced a significant impact on managers and employees as well as the community around the tourist village area. This training aims to provide practical skills and knowledge needed by managers and employees to manage tourist villages well. As a result of implementing these community service activities, managers and employees are very enthusiastic about being involved in increasing the capacity and competence of managers and employees for the development and progress of tourist villages.

Keywords: Human Resource Management, Digital Era and Dawuhan Tourism Village.

I. INTRODUCTION

Geographically, Dawuhan Village is in Wanayasa subdistrict, Banjarnegara Regency, Central Java Province. This village is flanked by three mountains, namely Mount Wangi, Mount Kendil and Mount Gajah. Referring to the history of disasters in Dawuhan village, landslides are the main disaster threat to the village that must receive serious attention from all parties. The Dawuhan Tangguh Disaster Risk Reduction Community Organization (OM PRB – DANTANA) carries out disaster risk management in villages by mapping all the vulnerabilities and potential of existing environmental ecosystems with a history of village disasters and climate change whose impacts have been increasingly felt recently. So, in the participatory disaster risk assessment that was carried out, it was discovered that the potential for the Penaraban River which passes through this village could become an initial pilot for Tubing Rafting Tours. The high intensity of the threat of disasters and the large number of productive age residents who have not worked have made residents and the village government take the initiative to create a resilient village combined with a tourist village. This combination is intended to ensure that the community remains alert to disasters, opens up employment opportunities by creating creative economic businesses in accordance with the potential of Dawuhan Village. The development of village tourism developed and the Tirta Penaraban Tourism Awareness Group (POKDARWIS) was born. This concept is also an effort by the community and village government to maintain the environment so that it is sustainable and in harmony with disasters.



Fig 1. Tourism Village of Dawuhan

Based on Law Number 10 of 2009 concerning Tourist Destination Areas, it is stated that tourism destination areas, hereinafter referred to as tourism destinations, are geographical areas located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities and complement the realization of tourism. A tourist village is a village that has certain characteristics which can be a special attraction for tourists with a special interest in seeing or being involved in rural life which is different from life in cities or other villages. And can provide social and economic benefits for village communities. The social benefits that can be felt by the community are communicating and networking with new people from other areas, developing interaction skills and experiencing new experiences. The economic benefit felt by the community is earning income from tourism activities carried out by visiting tourists, such as being a guide, providing accommodation or selling food and drinks. The Tirta Penaraban Tourism Awareness Group (POKDARWIS) consists of disaster resilience activists from the Dawuhan Resilient Disaster Risk Reduction Community Organization (OM PRB – DANTANA) and from the Dawuhan village community. The Dawuhan Tourism Village stands out by highlighting natural tourism, cultural tourism and artificial tourism. The natural tourism being developed is a rural atmosphere with rice fields and rivers surrounding this tourist location.

One of the cultural attractions is the Rengrang market which sells traditional Dawuhan village food using transactions using traditional bamboo coins and sellers wearing traditional Javanese beskap clothes. Artificial tourism is a swimming pool, a train tour that surrounds the area, and a flying fox. There are also educational tours such as processing compost, planting rice in rice fields, and about disaster resilience. This village has a tagline, namely "From Vulnerability to Resilience Towards a Leading Tourism Village Destination", the meaning of this tagline is the history of the development of local wisdom and the resilience of village residents in facing disasters. The development of tourist villages which are getting bigger and more diverse requires professional, accountable and transparent management to maintain the continuity and sustainability of these businesses which are initiated and managed by local residents. However, managers face obstacles related to the capacity of their human resources and still lack understanding of their work according to their respective duties and functions, so it is necessary to provide training and understanding regarding this matter. Based on the problems experienced by the management of the Dawuhan Tourism Village, we created a Community Service (PKM) program by conducting Learning Management System (LMS) training with a focus on financial management and tourism area management targeting employees of the Dawuhan Tourism Village. This capacity building for employees is expected to increase employee knowledge, insight and ability to be able to carry out management and financial management that is accountable, transparent and better than before.

II. RESULT AND DISCUSSION

The method for implementing this community service activity is using the Learning Management System (LMS) model. LMS is software developed to carry out online or distance learning activities. this platform. provides features that enable instructors to create, disseminate, and assess learning materials, as well as facilitate interaction between instructors and students. Learning is carried out in a structured manner and can be accessed from anywhere and at any time, increasing educational accessibility and flexibility. Also equipped with training for tracking student progress, and data analysis to improve the learning experience. The stages carried out in this activity consist of three stages, namely:

1. *Observation and interview stage*

At this stage, field observations were carried out in the Dawuhan Tourism Village area. Direct observation in the field to directly observe the potential and problems faced by employees and managers. The real picture obtained is directly strengthened by interviews with managers and employees to determine the main problems faced and to discuss and discuss solutions that can be implemented to overcome these problems. The main problem found and agreed upon is: the human resources owned by the tourist village are high school and Diploma 3 graduates who do not yet have a strong foundation of knowledge and understanding regarding management and finance, especially correct financial reporting systems and mechanisms.

2. *Stage of formulating a solution*

The formulation of solutions to problems is carried out together with managers and employees so that the aspirations of employees and managers can be accommodated and the solutions that will be formulated are in accordance with what is needed and can be implemented. There are two agreed solutions, namely:

- a Increasing the ability of employees and managers regarding tourism village management.
- b Increasing the ability of employees and managers regarding financial management and financial reports of tourist villages.

3. *Stage of implementing community service*

At the implementation stage, the first thing to do is determine the activity schedule, targets and aims of the training participants. Determining the training activity schedule refers to the date and time of implementation according to the schedule between the instructor from UKRIDA and the participants. The target is aimed at all Dawuhan village managers with targets especially in accordance with the position held. The first stage carried out was training on tourism village management which became the basis for overall tourism village management on the first day. The second stage is financial management on the second day for all managers and the third day is training related to financial reports specifically for tourist village treasurers. Implementation of community service will be carried out from April 2024 to May 2024 in the Dawuhan Tourism Village in Wanayasa sub-district, Banjarnegara Regency, Central Java Province. Implementation of community service begins with the first step, namely conducting observations and interviews. Service activities begin by obtaining permission from the Dawuhan Village Head and coordinating with the local tourist village manager to conduct discussions as well as training and mentoring related to human resource management in the digital era to the Dawuhan tourist village manager. The results of observations and interviews show that the main problem faced is the lack of ability of employees and managers regarding tourism village management and the lack of ability of employees and managers regarding financial management and financial reports of tourist villages.

This becomes an obstacle for managers to be able to develop the tourist village in planning, implementing, organizing and monitoring and evaluating both daily activities, annual budget plans and preparing monthly financial reports. After finding the main problem based on the results of observations and interviews, the solution formulation stage was carried out together with the tourism village managers and employees so that a solution was found that could accommodate all the obstacles that were worrying the managers and employees. The problem faced by managers is improving the abilities of employees and managers regarding tourism village management and improving the abilities of employees and managers regarding financial management and financial reports of tourist villages. The solution obtained from discussions with tourism village managers and employees is by conducting training on tourism village management and basic financial management for all managers and employees as well as training in making financial reports, especially for treasurers. The training is carried out in a hybrid manner, namely offline at the tourist village location and online through the Learning Management System (LMS). LMS is a platform used for training activities, a software or technology application based on digital technology that is used to plan, implement and assess certain learning processes. LMS is used to manage and deliver educational content.

The Core Functions of an LMS are for 1) course management; 2) creation and upload of training materials by facilitating the creation, upload and management of materials for assignments, quizzes and multimedia content; 3) User Management to store student, instructor and administrator profiles with relevant information and roles; 4) Provide space for students and instructors to engage in discussions and share insights; 5) Facilitate communication through internal messaging systems and notifications about updates or deadlines. 6) Track and record grades, provide feedback and progress reports to students; and 7) Flexible to support multiple learning modalities such as online, blended, and self-paced learning, to accommodate different learning styles and schedules. The management training material for managing tourist villages is designed to provide participants with an in-depth understanding of how to manage and develop tourist

villages effectively by utilizing digital technology, which consists of material about introducing the definition and concept of tourist villages as well as the benefits or advantages and challenges that will be faced in management,



Fig 2. Tourism Village Management Training

This session takes the form of interactive presentations and discussions through offline meetings followed by material on planning, organizing, implementing, monitoring and evaluating. During the planning session, administrators and employees were invited to assess the tourism potential of the village by identifying tourism assets through a SWOT (Strength, Weakness, Opportunity, Threats) analysis. Create an analysis plan for developing tourism concepts and products to create tour packages with interesting tourist activities and unique experiences for tourists as well as creating attractive designs on social media and printed brochures. Knowledge about preparing tourism development plans, providing facilities and infrastructure for the short, medium and long term is also conveyed. Organizing material is provided on management and organization related to the organizational structure that will be formed, determining the duties and responsibilities of managers and employees as well as building collaboration and partnerships with various stakeholders. Human resource management is concerned with recruitment, training and development of staff. Implementation material regarding marketing and promotion related to marketing strategies, namely digital marketing and traditional marketing methods, brand creation and the development of attractive and consistent promotional materials.

Service standards to tourists are also conveyed regarding service excellent, by conducting further training for frontliner employees who deal directly with tourists. Services to tourists also discuss handling complaints and visitor feedback. Crowd management and peak visits are also discussed so as not to cause noise and complaints from tourists. The development of tourist villages also conveys the principles of sustainability, environmentally friendly practices, resource management and community participation to provide economic benefits for the welfare of village communities. Material on risk management is also presented to identify and assess possible risks, contingency plans and operational plans to handle crisis situations (disasters or pandemics) as well as effective communication strategies during crises internally and externally. Monitoring and evaluation discusses measuring performance by establishing joint indicators that will be carried out in the Dawuhan tourist village and carried out periodically (monthly, quarterly and annually), how to analyze visit data and feedback from tourists and implement improvements based on feedback from tourists and public. Implementation of PKM online via LMS is related to material that has been delivered offline, interactive discussions and questions from the material that has been delivered. All of this training material aims to provide practical skills and knowledge needed by managers and employees to manage tourist villages well.

From the results of implementing community service activities, managers and employees are very enthusiastic about being involved in increasing the capacity and competence of managers and employees for the development and progress of tourist villages. This ongoing community service has produced a significant impact on managers and employees as well as the community around the tourist village area. The community gets and takes advantage of opportunities to open small stalls, prepare additional parking lots and provide people's houses to be used as homestays. Managers and employees have gradually developed planning, organization, and monitoring and evaluation instruments that will be used. The use of social media as a promotional medium has been carried out on a massive scale. The third thing that is in the process of being followed up is calculating the benefits and risks that will be obtained. There is other training needed by

managers and employees in order to serve visitors, namely service excellence training. This training will be a follow-up to further community service activities.

III. CONCLUSION

Human resource management training in the digital era for Dawuhan tourist village managers, as part of the community service program, has had a significant impact in increasing the capacity of tourism village managers and residents. Through the knowledge and insight that has been provided regarding the use of technology, managers and employees can optimize planning, organizing, implementing, monitoring and evaluating. Managers are now better prepared to implement management systems with training carried out in a hybrid manner.

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