

Building Excellent Human Resources in The Effort To Improve Sustainable Tourism in Samosir District

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Abstract. Tourism actors in the Samosir district have a very strategic role in efforts to increase sustainable tourism. To realize sustainable tourism, excellent Human Resources (HR) are needed. The purpose of this study is to explore human resources as tourism actors in the Samosir district to support efforts to increase sustainable tourism. The method used in this study is qualitative research using a phenomenological approach, which is an approach that seeks to uncover, study and understand the unique and unique phenomena and contexts that are owned by the people in the Samosir district. The results of the study state that the superior human resources created are human resources who have soft skills and hard skills in optimally utilizing natural environmental resources, respecting the socio-cultural authenticity of the local community, and resources that ensure the sustainability of improving the economic life of the community.

Keywords: Superior Human Resources, Sustainable Tourism, soft skills and hard skills.

1. Introduction

Tourism is one of the fastest-growing industries in Indonesia. Tourism is a multi-sectoral industry. In Indonesia itself, tourism plays an important role in the economic sector of the community directly or indirectly. Distinct cultural heritage and unique natural environment are some of the competitive advantages of a developing country like Indonesia, which attracts a large number of visitors every year. Recognizing the potential contribution of tourism to economic growth and job creation, and because of the limited opportunities for economic diversification, the developing country community has tried to promote tourism as a development alternative. (Bojanic & Lo, 2016; Pratt, 2015). However, it can be seen that, on the one hand, tourism can positively influence the socio-cultural context in the host country, for example through host-guest interactions. (Das & Chatterjee, 2015), on the other hand can threaten heritage, cultural identity and well-being (Coria & Calfucura, 2012.)

In its development, tourism requires well-defined measures to prevent problems from arising. Therefore, sustainable tourism concepts/practices are needed in the country's tourism planning and development. Sustainable tourism is defined by United Nations World Tourism Organization (UNWTO) as tourism that takes full account of current and future economic, social and environmental impacts, addresses the needs of visitors, industry, the environment and local communities", and can be applied to all forms of tourism activity in all types of

tourist destinations, including mass tourism and various types of tourism. other tourist activities.

There are three principles that are necessary for the long-term sustainability of the tourism industry as the concept United Nations World Tourism Organization (UNWTO):

1. Optimizing use of environmental resources which is a key element in tourism development, the importance of maintaining ecological processes and helping to preserve natural heritage and biodiversity;
2. Respect the socio-cultural authenticity of the local community, preserve the cultural heritage and built traditional values, and contribute to intercultural understanding and tolerance;
3. Ensure long-term viable economic operations, provide socioeconomic benefits for all stakeholders to be equitably distributed, including stable employment opportunities and income-generating opportunities and social services to local communities, and contribute to poverty alleviation.

Sustainable tourism is a continuous and never-ending journey. Innovative and transformational thinking is needed to achieve success. Currently, Indonesia is just starting to implement tourism sustainability practices. According to Lemy,at.al (2021), the implementation of sustainable tourism development in Indonesia will bring benefits to stakeholders either directly (businesses and local communities) or indirectly (eg. residents who receive benefits from an appropriate water conservation program). However, Lemi also stated that the implementation of tourism development can also have a negative impact. Therefore, the state must be able to face several obstacles that may arise during implementation. The first negative impact that may occur is the demotivation of stakeholders involved in implementation because the results can take quite a long time. Second, the possibility of some destinations participating in “greenwashing”, namely using the concept of sustainability as a promotional tool only to attract the sympathy of tourists when in fact they do not implement it. To anticipate these negative impacts, there are two important actions. First, the clarity of the concept of sustainability must be conveyed in the early stages of its implementation. The message must be consistently disseminated to all stakeholders repeatedly. Second, it is important to have a well-informed and carefully selected group of people to apply the concept.

Furthermore, Lemy stated that the implementation of sustainable tourism development in Indonesia needs to pay attention to several things, including: First, a serious commitment from the government is needed to run a sustainable tourism program. Second, careful planning is needed to create a sustainable tourism framework that can be applied according to the conditions of a country. Third, its implementation must go through several stages. Fourth, conducting regular monitoring through a certification program is a recommended strategy to maintain momentum. Monitoring programs can encourage destinations to adopt sustainable practices on a regular basis.

Research result by Butowski Leszek (2021) who conducted research in 7 regions of Poland stated that when it comes to sustainable tourism development, it turns out that the opinion of residents who are not directly involved in tourism is the weakest link. Local communities are often too weak to oppose not only neoliberal economic policies but also sustainable development paradigms that prioritize environmental issues (too often at the expense of local socio-cultural and economic aspects).

Samosir Regency is one of the tourism destinations that is the main focus of monitoring the implementation of sustainable tourism in Indonesia. With the selection of Samosir as one of the destinations for implementing sustainable tourism the government,

qualified resources are needed from the people who live around the destination, because they play a major role in its development. Residents are people who can suffer the negative effects of tourism or enjoy its benefits. Local people need to understand the concept and ultimately contribute to the process. The way the community interprets and accepts the concept will be the driving force for the related goals of implementing sustainability consistently. This study aims to explore the human resources of MSMEs in the Samosir district to support efforts to increase sustainable tourism.

2 Literature Review

2.1 Human resource development is an important activity that must be carried out by every economic business organization so that the knowledge, abilities, and skills of the workforce are following the demands of the work and the responsibilities given. Optimal performance can be achieved by a person or group of people, following the authority and responsibility given through strengthening the capacity of human resources to achieve organizational goals. Thus, strengthening the capacity and competence of human resources will have an impact on optimizing tourism performance. This means that strengthening the capacity and competence of human resources followed by mastery of technology will encourage increased business performance, increased income, and community welfare.

Along with the development of the global political economy, there is a shift in perception in observing the existence and function of humans in organizations. Humans are no longer positioned as part of the alienated and subordinated means of production in the production process. This shift makes human resources an important capital in determining the value of a company. Even though the technology is developing rapidly so that it replaces the role of humans in the operations of a company, humans with their intellectual capital remain a source of company innovation (Zuhri, at.al., 2019).

The role of human resource management is important to consider in strategic agility (Ahammad et al., 2020), the scale of the company, and the ability to attract talent (Moayedfar & Madani Chafi, 2019). Regarding the strategic value of human resources, various aspects related to human resources are always important to be taken into account and capitalized on by the company in maintaining its human resources. (Nwidobie dan Adesina 2014). Management's ability to meet complex and multidimensional human needs will determine the performance of this vital resource. Humans play an important role in the company's investment. The spirit to respect for the human position in modern management is practically translated by Schultz (1961) by proposing the theory of Human Capital. This theory explains that both knowledge and skills are manifestations of capital that can be used as investment. Armstrong (2006), states that the development of Human Capital Theory cannot be separated from three aspects, namely: intellectual capital, social capital, and investment capital.

Human capital is something that is owned by individuals consisting of aspects of knowledge, experience, abilities, skills, creativity, and innovation. Human capital focuses on the individual as its unit of analysis, emphasizing the entrepreneur's investment as a key attribute (eg education, training, and experience) related to competencies and skills that are likely to improve business performance. Efforts to implement human capital require a social system that facilitates its implementation. This is where social capital comes into play. The integration between human capital and social capital will complement each other, in addition to demonstrating the existence of interdisciplinary collaborative research (Prempeh & Peprah–

Amankona, 2019). If the concept of human capital is the result of economists' thinking, then social capital is the contribution of social scientists. Social capital also complements the autonomous individual approach which is the main character of economics in viewing humans. Social capital recognizes the role of individuals in their social structure. Social capital will depend on how individuals actualize themselves, and local wisdom functions as an expression of self-actualization needs.

In terms of the value structure, the position of culture occupies the highest hierarchy in people's lives. Culture is central to the value system of a society, including economic activities. Therefore, cultural factors affect performance, motivation, loyalty, self-development, etc. In a company, culture is part of the aspect of the maintenance function of human resources. Performance management will determine how a company can capitalize on the culture that exists in its working community and transform it into strategic management policies in business ventures (Zuhri, at.al., 2019). Social capital is one of the key factors for organizational success, so it was later widely developed by researchers. In addition to social capital, human capital is also important to note. In a company, human capital plays a role in creating opportunities for innovation, product development, or strategy determination and implementation of these strategies. Both are also an important part of the post-modern era with various critical discourses.

3 Research Method

This study uses a qualitative research method with a phenomenological approach. Phenomenology is one type of qualitative research, where researchers collect data with participatory observation to find out the essential phenomena of participants in their life experiences (Sugiyono, 2018). The phenomenological approach used in this study aims to understand the condition of the community in certain conditions where the community is part of the perpetrators of sustainable tourism which gets a priority scale from the government. The data collection technique used in this study was FGD (Focus Group Discussion), and the resource persons invited to the FGD were tourism activists in the Samosir district.

4 Results and Discussion

Efforts to increase sustainable tourism need quality Human Resources (HR). Qualified human resources and global competitiveness are the determinants of increasing sustainable tourism. Thus, human resource management is very much needed, so that people who are part of business actors can contribute optimally to sustainable tourism. All related lines must play an active role in producing human resources who are ready to use in facing competencies in the era of openness and prepare competent workforce skills competencies so that tourism improvement can be realized tourism industry can improve the country's economy.

The role of education in producing a superior community in this case is that tourism actors are very important. The education in question is not only formal education but also non-formal education, which can be obtained by every community regardless of age. Learning throughout life, both formally, informally and non-formally (preschool, primary and secondary, vocational, and higher education), will produce a competent and prosperous developed society. Education plays an important role in creating a developed society.

The tourism human resources needed to increase sustainable tourism are human resources who have soft skills and hard skills. Human moral conditions are experiencing degradation (the erosion of the noble values of the nation's culture) at this time, and the increasingly high level of competition causes every HR to be required to be a superior HR and have a strong character and have a high competency value.

Human resources for sustainable tourism certainly need to have soft skills and hard skills that can manage the surrounding environment through their love of nature and various actions that support saving the earth. Increasing tourism is oriented towards the sustainability of the universe. Geographically, the Samosir district is on the island of Samosir, which is surrounded by Lake Toba which has a very beautiful natural wealth. Samosir Regency, which is surrounded by Lake Toba, is certainly a tourist destination that has its charm for tourists. This is what requires every tourism actor in the Samosir district to have intelligence in managing the available natural resources.

The importance of maintaining ecological processes and helping to preserve natural heritage and biodiversity requires human resources who are sensitive and responsive to the natural environment and can carry out environmental care and preservation. In other words, the Samosir district must be able to produce human resources who care about nature, to realize sustainable tourism. The ability of existing resources can be supported by the use of information technology so that natural resource management is more optimal.

Human resource management to maintain and maintain the socio-cultural authenticity of the local Samosir community, preserve the cultural heritage and traditional values that are built, and contribute to understanding and tolerance between cultures, is indispensable in sustainable tourism efforts. The results of interviews with various business actors in Samosir stated that the socio-cultural values of the Samosir community that had been passed down by their ancestors until now have been increasingly eroded. This is caused by many factors, both internal and external factors. Internal factors can be seen from the increasingly eroded socio-cultural values of the local Samosir community, which are marked by attitudes and behaviours that do not maintain and maintain inherited socio-cultural values, especially in the lives of the younger generation. External factors (from outside) are caused by the influence of globalization which has resulted in many foreign cultures entering the lives of local people.

Various efforts to maintain and maintain cultural heritage and traditional noble values that have been inherited can be done through education, both formal and non-formal. In formal education, the noble values of cultural heritage can be included in the education curriculum, starting from the curriculum for early childhood education, elementary school, junior high school, and high school. In non-formal education, the noble values of this cultural heritage can be socialized at the village level so that every family provides education on the love of culture to the younger generation.

The principle of sustainable tourism also needs to ensure more viable long-term economic operations, provide socio-economic benefits for all stakeholders, and contribute to poverty alleviation. Samosir district tourism human resources contribute to improving the economic life of the community, which is marked by the growth and development of various MSMEs.

Improving the quality of human resources is the main capital to achieve national development goals. The role of government from downstream to upstream in creating superior human resources is very influential. The government continues to be committed to improving the quality of human resources by allocating a budget for the education sector. In addition, the government also provides various types of training so that it has added value. Through various policies and activities provided by the government, it is hoped that the quality of qualified

human resources will be created, which can answer various problems and challenges in realizing an increase in sustainable tourism in the Samosir district.

5 Conclusions

The superior human resources needed in efforts to increase sustainable tourism are human resources who have soft skills and hard skills in optimally utilizing environmental resources, respecting the socio-cultural authenticity of the local community, and resources that ensure the sustainability of improving the economic life of the community. These three are key elements in the development of sustainable tourism.

Superior human resources can be produced through increased education both formally and non-formally. Education based on the noble values of cultural heritage needs to be improved again to shape the community as the character of tourism activists, especially the younger generation of the Samosir district community. The implementation of education in Samosir is also strongly influenced by various government policies, both formal and non-formal education

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