



Management of the Potential of Silalahi III Tourism Village, Silahisabungan District, Dairi Regency

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ABSTRACT

The aim of this research is to analyze village management as well as supporting and inhibiting factors in the management of potential Silalahi III tourism villages, Silahisabungan sub district, Dairi district, North Sumatra province. The method used in this research is descriptive qualitative research method. The data collection technique in this research is a data collection method in a way that can be used by researchers to collect data according to Riduan (2010:51). The results of research on the potential management of cultural villages as villages in Dairi Regency show that the 5 management functions according to Hendry Fayol, namely Planning, Organizing, Commanding, Coordinating and Controlling, are the initial and important steps. for the human resource development process in Silalahi III village as a cultural tourism village that has been recognized by the regent, so it is hoped that this tourism village can develop and be sustainable. As a result, the main obstacle is human resources being the main reason. The government needs to develop local culture and wisdom, both tangible and intangible, as a trigger for community economic development, especially in the Silalahi III Culture village.

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INTRODUCTION

Human resources are one of the factors that play an important role in advancing the tourism sector. The importance of human resources in the tourism sector is that people are a very important resource in most organizations. Especially in service-based organizations, HR plays a role as a key factor in realizing successful performance (Evans, Campbell, & Stonehouse, 2003). In several industries, human factors play an important role and are key success factors in achieving performance. Such as in the tourism industry, where companies have a direct, intangible (intangible) relationship with consumers which is very dependent on the ability of individual employees to arouse interest and create pleasure and comfort for their consumers.

Likewise, tourist attractions in a tourist destination are essentially human factors that will determine whether visitors (tourists) will get a total experience and will visit again. Human resource development in the tourism industry is currently facing global challenges that require

solutions that penetrate national, regional and continental boundaries. One solution that needs to be taken is to increase the human resource competency of a country, including Indonesia, through improving the quality of appropriate education and training.

Silalahi III Tourism Village is located in Dairi district, North Sumatra. This tourist village is managed by the local village government and stakeholders to build a new tourism image in Dairi Regency. Silalahi III Tourism Village has enormous potential to attract the attention of tourists. In terms of the 3 A's (Attractions, Accessibility and Amenities) Silalahi III Village has all three. However, it is very unfortunate that HR management in the service sector is still very far from expectations.

Silalahi III Village, as one of the villages located right on the edge of Lake Toba, is part of one of the villages included in the National Tourism Strategic Area (KSPN) program in Dairi. From this background, the author conducted research and raised the title "Managing the Potential of the Silalahi III Tourism Village in Dairi Regency"

Problem Formulation

1. What is the potential of the Silalahi III tourist village in Dairi Regency ?
2. How are tourism services implemented in the Silalahi III Tourism village in Dairi district?
3. What is the human resource competency capacity of tourism actors in the Silalahi III tourist village?

Benefits and Research Objectives

Based on the formulation of the problem above, the objectives of this study are:

- a. Knowing what the potential of the Silalahi III tourist village in Dairi Regency
- b. Knowing How tourism services in the Silalahi III Tourism village in Dairi district are implemented
- c. Knowing the human resource competency capacity of tourism actors in the Silalahi III tourist village

METHODS

This research is a qualitative research, namely methods to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively starting from general themes, and interpreting the meaning of data (Creswell, 2016; Sugiono, 2009; Basuki, 2006) . In this study, the authors used a qualitative method and will be further analyzed in data analysis. This research method seeks to describe the object of research based on actual data and facts (Sekaran & Bougie, 2016; Sugiono, 2017).

According to Riduwan (2010: 51) the meaning of data collection techniques is data collection methods are techniques or methods that can be used by researchers to collect data. Based on the expert opinion above, data collection techniques are the main thing in conducting research without knowing data collection techniques, so researchers do not get data that meets

valid standards. The data collection technique used in this study was a non-test consisting of observation, interviews and Documentation.

a. Observation

Observations were carried out in Silalahi III Village, tourist objects or natural and cultural tourist destinations using tools in the form of a checklist for implementing tourism awareness.

b. Interview

The author conducted interviews with tourist attraction managers, village heads of local communities, and related tourism agencies or local regional governments. Interviews were also conducted with stakeholders related to the implementation of tourism awareness in Silalahi III village, Dairi Regency, including: 3 service providers, the village head and village secretary and 5 visitors.

c. Documentation

The author carried out data collection and documentation of the research process from the results of observations and interviews from each informant or source.

RESULTS AND DISCUSSION

Before the author got the data in the research, the author had prepared 4 questions to be asked to several elements of Silalahisabungan Village and there were 12 questions to be asked to the community and several visitors who happened to come to this village. This question is of course related to every existing problem formulation.

A. Potential of the Silalahi III Silalahisabungan tourist village

1. Tourist attractions

Silalahi III Village has cultural historical tourism potential which is still preserved today in the form of the Bolon house building which was once used by King Silalahisabungan for 450 - 500 years, this is in accordance with an interview with the Village Head, Mr Alex Daner Situngkir, who said that:

Silalahi III Village is a very old cultural village that still has historical remains in the form of the house of Bolon King Silalahisabungan, which is 450 - 500 years old.

Based on several days of observation, tourism service activities in Silalahi III village at first glance do not appear to be optimal, this can be seen when visitors come, business or vehicle owners do not show a quick response in welcoming them. And even when the research group arrived, they had to first call the person who was supposed to be in charge of providing the information. Based on interviews with both the Village Head and Mr Jenriko, they still recognize human resource weaknesses in terms of implementing services and responding quickly and responsively to tourists or visitors.

Based on interviews and direct observations on the spot, the skills of tour guides, especially in foreign languages, are not yet there. From observations and interview results, the most prominent problems are the procurement of competent human resources and the formation of tourism awareness groups.

It can be concluded that from the results of observations and interviews, the weakness of the community and tourism actors is the weak knowledge of the need for Tourism Awareness

and excellent service. People tend to still view tourism as not supporting the community's economy, so there are several facilities that are neglected, both in terms of cleanliness and maintenance.

Based on the interview and observation on site that :

Silalahi III Village has the potential for a variety of natural tourism, cultural history which is still preserved today.

Based on interviews with the Village Head, resource persons and visitors, human resources in terms of implementing services and responding quickly and responsively to tourists or visitors are very lacking.

From the results of observations and interviews, the weakness of the community and tourism actors is the lack of knowledge about the need for tourism awareness and excellent service.

CONCLUSION

The results of research on the potential management of cultural villages as villages in Dairi Regency show that the 5 management functions according to Hendry Fayol, namely Planning, Organizing, Commanding, Coordinating and Controlling, are the initial and important steps. for the human resource development process in Silalahi III village as a cultural tourism village that has been recognized by the regent, so it is hoped that this tourism village can develop and be sustainable. As a result, the main obstacle is human resources being the main reason. The government needs to develop local culture and wisdom, both tangible and intangible, as a trigger for community economic development, especially in the Silalahi III Culture village.

Based on the explanation above, the results of this research can be concluded as follows:

1. Implementation of services
 - a. There is still a lack of awareness in terms of service
 - b. Still views tourism as not an important part of supporting the community's economy
 - c. Lack of improvements in tourist objects and attractions, as desired with the implementation of Sapta Pesona.
2. HR capacity
 - a. Human Resources that are not yet supportive
 - b. The government and tourism stakeholders have not given serious attention
 - c. Community involvement in tourism is still lacking.

Suggestion

1. There needs to be efforts to increase Human Resources, both from the government and tourism stakeholders.
2. To empower the community, it is best to provide training and understanding about tourism.
3. The government should provide compensation for Pokdarwis (Tourism Awareness Group), comparative study visits to develop potential, especially in the tourism sector.

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