

Increasing the Visit of Travel with Training and Knowledge Management through The Quality of Tourism Human Resources: Study of Tourism Office of Bantaeng Regency

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Abstract

This study to measure can analyse the influence of training and knowledge management through the quality of tourism human resources to increase tourist visits, both directly and indirectly. This research was conducted in Bantaeng Regency tourism office with a sample of 83 people with State Civil Apparatus (ASN) status, honorary and contract employees, and data collection techniques through observation, literature research, questionnaires, and documentation. Data analysis used is path analysis (Analysis Path). This study showed that training and knowledge management have a positive and significant effect on the quality of human tourism resources in the Bantaeng Regency Tourism Office; training and knowledge management have a positive and significant impact on increasing tourist visits in Bantaeng Regency. The quality of tourism human resources in the Tourism Office of Banateng Regency has a positive and significant effect on the increase of tourist visits in Bantaeng Regency. Training and knowledge management have no impact on increasing tourist visits through the Tourism Human Resources' quality in the Tourism Office of Bantaeng Regency.

Keywords: Training, Knowledge Management, Quality of Human Resources, Visits and Tourism

1. Introduction

Seeing the potential of the Bantaeng Regency, the tourism sector in Bantaeng Regency is quite a lot. But the local government has not developed the tourism sector to the maximum so that tourist attractions in Bantaeng Regency are mostly in a relatively less representative state. By maximizing the tourism sector management, it is expected to provoke an increase in the number of visits tourists to contribute significantly to regional income.

In terms of human resources quality, capacity, and accountability performance of the State Civil Apparatus (ASN) in the Tourism Office, Bantaeng Regency is a significant capital in moving tourism in Bantaeng. The competent and professional apparatus's capacity to be an executor of achievement of development goals if put on appropriate tasks and functions. Also, performance accountability has the same interest in improving the achievement of my target of visiting tourists, which dramatically affects the region's original income (PAD). An important point on optimizing performance capacity in the Tourism Office of Bantaeng Regency is the quality of Human Resources from the State Civil Apparatus of the Tourism Office. There is still a lack of competence and educational qualifications that are not suitable in most of the State Civil Apparatus in the Tourism Office in the Bantaeng Regency tourism office.

Some tourist attractions in Bantaeng are deserted visitors and have not reached the target PAD, lack of facilities and infrastructure and lack of innovation of tourist attractions in Bantaeng. In this case, due to the quality of human resources civil servant in the Tourism Office Bantaeng regency is a factor cause the visitors (tourists) to want to return to visit. So that the Bantaeng district government formulated a policy that one of the points pending in it is an increase in the number of skilled tourism personnel competent with the support of improvement of tourism education and training and competency certification.

Based on these backgrounds and looking at the problems related to improving the quality of human resources employees of the Bantaeng Regency Tourism Office to increase tourist visits in Bantaeng Regency in the future, for Bantaeng Regency to be the Leading Tourist Destination for tourist. the author is interested in doing more research with the title "Increasing travel visits with training & knowledge management through the quality of tourism human resources study of the Bantaeng Regency Tourism Office."

2. Literature Review

2.1 Tourism Definition

According to the meaning of the word, it means full, whole, or all, and the word "travel" means to travel. While according to etymology, the term "tourism" is the same as the word "travel," which natural English means to travel or as a trip that is often done or done many times from one place. According to Pandit in Bagus (2015), tourism is distinguished according to the basis of tourists to visit a place of this type of tourism is cultural tourism, maritime or maritime tourism, nature reserve tourism, MICE Tourism (customs or customs), agro-tourism, hunting tours, and pilgrimage tours.

Tourism comes from Sanskrit, etymologically consisting of pari = a lot or repeatedly, and tourism = travel or traveling. Tourism means traveling repeatedly from one place to another. The word tourism emerged after the Second Tourism National Conference was held in Tretes, East Java in 1958 (previously used the term Tourism). At that time the word tourism was replaced with Dharmawisata for travel between cities in domestic tourist destinations (Indonesia), and tourism for travel between continents or countries. Henceforth in 1960 the term tourism was better known, when the Indonesian Tourism Council changed to the Indonesian Tourism Board. Meanwhile, people who do so are classified into two categories, namely foreign tourists (foreign) and domestic tourists (domestic).

There are three main components that a destination must appropriately manage are tourists, regions, and information about the area. For a tourism object to be used as one of the exciting tourist attractions, then a very supportive factor is the completeness of the facilities and infrastructure of the tourism object. Because facilities and infrastructure are also essential to support the development of tourism objects, according to "Tourism infrastructure is all facilities that allow for tourism facilities to live and develop to provide services to satisfy the needs of diverse tourists".

2.2 Training

Training is a systematic process to improve, develop, and form human resources (employees) who rotate on knowledge, skills, and ability quality. Still, education and training are central elements in employee development (Bin Tahir & Rinantanti, 2016). Complicated forms of exercise are provided to help employees learn skills that will improve their performance, which will help the company or organization achieve its goals. There are several training objectives: improving, developing, and shaping human resources, updating appropriate skills and technological advances, and enhancing career improvement (Barthos, 2012). Training objectives aim to develop skills for decision making, knowledge of work in the workplace and leadership

exercises, knowledge of the organization, and General knowledge. There are two methods used in training programs, namely on the job training (OJT) and Off the job training. The benefits of the implementation of training will improve the ability and to the experts of the employees in the field in addition to maintaining harmony and condition family in the scope of work so that the desired results can be achieved.

The next function of HRM is to organize a training center for all elements of human resources in the company. This aims to make employees work optimally. In addition, HR is also responsible for providing solutions to obstacles experienced by employees to maximize employee performance.

2.3 Knowledge Management

Anonymous (2019) knowledge management is a collection of devices, techniques, and strategies to maintain, analyse, organize, improve and share understanding and experience. Such insights and experiences are awakened by knowledge, whether manifested in an individual or inherent in an organization's fundamental processes and applications.

Knowledge management is based on system knowledge management components to improve its performance, as for the four components, namely human aspects, processes, technology, and content (Latief et al., 2019). The implementation of Knowledge Management is undoubtedly needed for the success of an organization. The expected results of knowledge management initiatives can be added with the abilities of individuals, teams, and organizations and improved by the capacity of the community, learning and innovation that arises from the process of enhancing the knowledge and skills of individuals that will result in improved performance (Haitan, 2015). This is the critical role of knowledge management because the era of expertise is marked by a change that relentlessly demands today's companies to change and manage those changes effectively (Andreas, 2013; Kanto et al., 2020; Nuraini et al., 2019).

Knowledge management is a set of tools, techniques and strategies for maintaining, analyzing, organizing, enhancing and sharing understanding and experiences. Such understanding and experiences build knowledge, either embodied in individuals or inherent in actual processes and applications of an organization. The focus of MP is to find new ways to transmit raw data into the form of useful information, until it becomes knowledge.

Cut Zurnali 2008 revealed that the term knowledge management was first used by Wiig in 1986, when he wrote his first book on the topic Knowledge Management Foundations, which was published in 1993. Recently, the concept of knowledge management has received wide attention. This means the process of transforming information and intellectual assets into lasting value. Knowledge Management is a peculiarity of certain organizations, when its basic concern is the exploitation and development of the organization's knowledge assets for the further purpose of the organization. Knowledge management is not something better (better things, but to know how to do better things better).

2.4 Human Resource Management

Where the hr sector is the science and art of planning, organizing, directing, and controlling human resources to achieve the goals that have been determined. The principles approach are employees, policies, work environment, programs, and implementation of MSDM (Mangkuprawira, 2009). The complexity of HR management is strongly influenced by many facto; this is following the developments and progress that is taking place today. Environmental factors, rapid technological changes, international competition, and uncertain economic conditions are just some of the external factors that cause organizations to always look for new ways to use human resources more effectively, internal factors. The demands of obtaining trained employees, the cost of compensation for conflicts between trade unions, aspects of hokum, and aspects of internal social culture make the management more critical and complex.

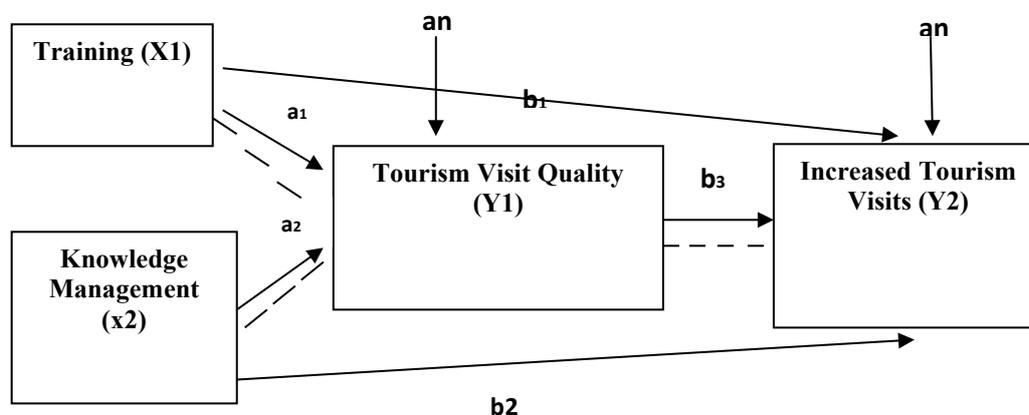
Human resource management is a process of dealing with various problems within the scope of employees, employees, labourers, managers and or all workforce that supports all activities of the organization, institution or company to achieve predetermined goals. The part that deals with human resources in an organization is usually called the HR department or HRD (Human Resource). So, basically this HR management is a function within a company or organization that focuses on recruitment, management and direction for people who work in the company. As well as providing knowledge to achieve company goals.

Discussing the objectives of HR Management in the company, several experts shared their opinion, including Sunarto. As one of the economists, Sunarto put forward the points of objectives of HRM in a company which are described as follows: a) Recruit and retain skilled, highly motivated, and trustworthy human resources to carry out organizational tasks, b) Make improvements and improvements to the quality of resources in the organization through the ability, contribution and competence of human resources in carrying out organizational operational activities, c) Develop an effective work system through the recruitment and selection procedures for human resource candidates for the organization, d) Creating a harmonious and productive work environment for all human resources in the organization, e) Balancing the human resource requirements of the organization, f) Appreciate the human resource elements for the work achievements that have been achieved, g) Improve the welfare of human resources in the company physically and spiritually, h) Provide equal opportunities for all human resources in the company to work, i) Taking a humanist approach to human resources in managing employees on the basis of fairness, transparency and attention, j) Management of human resource elements by taking into account the different needs of each individual or group in issuing opinions.

3. Research Method

The type used in this research is survey research within a quantitative approach. This research was conducted in Bantaeng Regency Office, with a research time of three months. In this study, all employees of the Bantaeng Regency tourism office amounted to 83 people. To collect data on research objects used primary and secondary data collection methods, namely observation, literature and literature research, questionnaires, and documents.

The statistical test to be used is path analysis to analyse the causal relationship between direct and indirect variables, influence between independent variables to variable dependent. The variables studied are independent variables, namely Training and Knowledge Management (variables X1 and X2), while dependent variables are increased tourist visits (variable Y). This study will be tested by how much influence training and knowledge management on the increase of tourist visits through the quality of human tourism resources in the Tourism Office Banteng. Model research with the analysis of the track listed in Figure 3.1. the following:



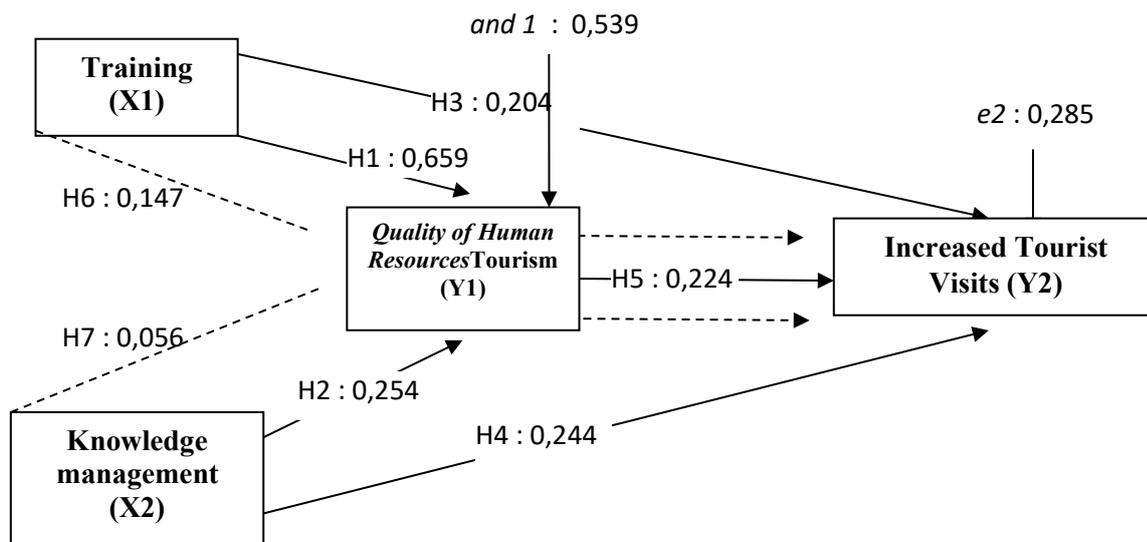
Path Analysis Model

While the hypothesis test is the last step of data analysis to find out if there is a transparent and trustworthy relationship, in the end, the conclusion is accepted or rejected a hypothesis. That is by conducting a significant correlation test (t) to test the implied partial hypothesis and research hypothesis.

4. Results and Discussion

The data analysis used in this study is path analysis with SPSS statistics program version 16. Track analysis is used because, in the research model, there are intervening variables (mediation), namely the quality of Tourism Human Resources that mediates between training and knowledge management to increase tourist visits. These indirect relationships will be more challenging to analyze when using multiple regression analysis.

Full Model Hypothesis Test Results



Hypothetical Test Results

Hip	Direct Influence (<i>Direct</i>)	It's getting you out of here	Influence Indirect (Indirect)	Ket.
Otesis				
Model 1 Path Equation				
X1 to Y1 (H1)	0,659	0,000		Accepted
X2 to Y1 (H2)	0,254	0,001		Accepted
Model 1 Path Equation				
X1 to Y2 (H3)	0,585	0,000		Accepted
X2 to Y2 (H4)	0,244	0,000		Accepted
Y1 to Y2 (H5)	0,224	0,000		Accepted
X1 to Y2 via Y1 (H6)	0, 585		(0,659 x 0,224) = 0,147	Accepted
X2 to Y2 via Y1 (H7)	0,244		(0,254 x 0,224) = 0,056	Accepted

Source: SPSS Data Processing Results, 2019

Based on the table above, the direct influence of training on the quality of human tourism resources obtained standard value coefficients 0.659, which is marked positively, which means that if the training increases by 1 point, then the rate of tourism human resources will increase by 0.659. this shows that if employees follow training or education and training, it will improve the quality of human resources employees in the Tourism Office Bantaeng regency. The significant value obtained is 0.000 less than 0.005 ($0.000 \leq 0.005$). The training has a positive and significant effect on the quality of Tourism Human Resources; thus, variable X1 can be used to conduct hypothesis testing analysis.

While knowledge management (knowledge management) 's direct influence obtained standardized coefficients 0.254, which shows that knowledge management has a positive effect on human tourism resources quality, if knowledge management increases by 1 point, then the rate of tourism human resources will increase by 0.254. With the increasing ability of employees to manage their knowledge, the quality of tourism human resources in the Tourism Office is expanding. The significant value obtained is 0.001 less than 0.005 ($0.001 \leq 0.005$), so that knowledge management has a substantial effect on the quality of tourism. Human Resources thus X2 variables can be used to analyze hypothesis testing.

Analysis of the influence of Training (X1) on the increase of tourist visits (Y2) obtained a coefficient value of 0.585. If tourism officials follow the training well, it will affect the increase in tourist visits in the Bantaeng Regency. Also, the X1 significance value is obtained by $0.000 \leq 0.050$ so that it can be concluded that it directly affects the positive and significant training (X1) on the increase in tourist visits (Y2) so that the third hypothesis (H3) is accepted.

And also, obtained influence knowledge management (X2) on the increase of tourist visits (Y2) got a coefficient value of 0.244 and positive value. So, if the knowledge management of Tourism Office employees increases, it will motivate employees to improve other tourist attractions in Bantaeng Regency, which will affect the rise in tourist visits in Bantaeng Regency. Besides, X2 significance value is also obtained by $0.000 \leq 0.050$ so that it can be concluded that directly there is a positive and significant influence of knowledge management (X2) on the increase of tourist visits (Y2) so that the fourth hypothesis (H4) is accepted.

The analysis of the influence of the quality of human tourism resources (Y1) on the increase in tourist visits (Y2) obtained a coefficient value of 0.224. If the tourism human resources employees of the Tourism Office increases, then tourist visits in Bantaeng Regency will also increase, as evidenced by the results obtained Y1 significance value of $0.000 \leq 0.050$. so that it can be concluded that directly there is a positive and significant influence of the quality of human tourism resources (Y1) on the increase in tourist visits (Y2) so that the fifth hypothesis (H5) is accepted.

While knowing the value of the indirect influence of training on the increase of tourist visits through the quality of tourism, human resources (Y1) can be seen from the multiplication of coefficient values (standardized coefficients). Between the influence of training on the quality of tourism human resources with the coefficient value of training increased tourist visits, it then obtained a coefficient value of 0.147. Compared with the direct variable between practice to the quality of human tourism resources of 0.585, the value of indirect influence is less than the immediate effect ($0.147 \leq 0.585$). This result shows that indirectly training (X1) through the quality of human tourism resources is not significant to increase tourist visits.

And lastly, for now, the value of the indirect influence of management knowledge on the increase of tourism visits through the quality of human tourism resources (Y1) can be seen from the multiplication of coefficient values (standardized coefficients) between the influence of knowledge management on the quality of human resources with the coefficient value of the result of the quality of human tourism resources on the increase in tourist visits then obtained a coefficient value of 0.056. When compared with direct variables between the work environment to employee performance of 0.244 then got indirect influence value less than natural influence ($0.056 > 0.244$) this result shows that indirectly knowledge management (X2) through tourism human resources quality is not significant to the increase in tourist visits.

5. Conclusion

Directly, training and knowledge management respectively affect the quality of tourism human resources employees in the Tourism office Bantaeng Regency. If the implementation of training and knowledge management ability of Tourism Office employees are getting better, then the quality of human tourism resources employees are also getting better. Therefore, the hypothesis of this research is accepted. And direct, namely training, knowledge management, and quality of human tourism resources, affect the increase of tourist visits in Bantaeng Regency. If the implementation of training, knowledge management ability, and quality of tourism human resources employees of the Tourism Office of Bantaeng Regency the better then the increase of tourism in Bantaeng district will also increase. Therefore, the hypothesis of this research is accepted. And the latter s indirect training and knowledge management do not affect increasing tourist visits through the quality of human tourism resources.

The suggestions that can be given to in connection results of this research can be described as follows:

1. To improve the quality of human resources employees in the Tourism office Bantaeng Regency. Necessary to plan technical training needs following the tourism capacity requirements.
2. The recruitment system of adding employees in the Tourism Office must be following the expertise of tourism science. Tourism employees are more aware of the duties and functions in the Tourism office.
3. For further researchers, other variables that affect the increase in tourist visits outside the variables that are examined or use conceptual concepts in this study are conducted in different tourism agencies.

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