

MAPPING OF HUMAN RESOURCES TO SUPPORT THE DEVELOPMENT OF FLORAL VILLAGE TOURISM

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ABSTRACT

This research was conducted with the aim of formulating the mapping of Human Resources in order to support the development of floral village tourism, Banyuurip Village, Gresik District, East Java. This research was conducted using a descriptive method to obtain a Human Resources map consisting of identification of gender, age, educational background, work experience and competencies possessed by the people of Kampung Bunga in Banyuurip Village, Gresik. The data was taken through a survey with a questionnaire instrument to the community to support the growth of the tourist village in Banyuurip. After the data was collected, an analysis was carried out using descriptive analysis. The results showed that most of the respondents in this study were 60% men and 40% women, aged 30-50 years, on average had a secondary education and mostly working in the field of florists and flower farming. Furthermore, the average respondent has competency in the field of business and farming florists, and they were expert, because this job has been practiced for a long time and this requires special skills. They are very enthusiast when their village is developed into a tourist village and are willing to take an active role and take part in their respective fields. They also want some training in managing tourist villages, and other training such as planting and taking care of flowers, marketing training, compost making, culinary, catering and so on.

Keyword: *Human Resource Mapping, Human Resources Competence and Tourism Village*

PRELIMINARY

Tourism in Indonesia is one of the main income sources of the economy, the development of tourism as a whole is expected to be able to create many jobs in the areas that become tourist destinations. One area that has attractive tourism potential to be developed is Gresik, East Java, Indonesia. Gresik has tourism potential with nature and religious tourism attractions including coastal tourism which is quite potential to be developed. Although Gresik was previously synonymous with an industrial city, now there are many tourist attractions that can be visited and are as good as other cities.

One of the areas in the southern part of Gresik has not been touched by any tourism development, although there is one village that has the potential to become a tourist spot favored by all ages, namely Banyuurip Village, Kedamaian District, which has been the largest floral village in East Java. Many visitors from various regions came to shop for flowers which, using this potential it can be developed into a tourism village that will be visited by either buyer or tourist. People who come are treated to various interesting tourist attractions and playgrounds for children and teennager.

It is a shady and beautiful village with ornamental flower plants everywhere, so many people from other areas like to visit this village to buy and see many kinds of flowers or other ornamental plants (Ummi Fadilah, 2020). With many types of ornamental plants such as Anthurium, Chrysanthemum, Orchid, Ferns, Cacti, Bonsai, and others. then this village can also be used as an educational tourism center. (Poji Boojazz, 2020).

With the available resources from the village, the existing potential can be developed into a Floral Village Tourism. A tourist village is a village that is used as a pillar of tourism objects that are prepared for tourism activities by exploring local potential that is being refined in the local area. Tourist village can grow if there is an involvement or an active participation from the community, support from various stakeholders including, government, the support from Private sector as Perpetrators of SMEs, Investor local, and support from universities (Mujanah, 2015)

The growth of a tourist village is carried out by human resources in the way they manage it. Starting from planning, thinking and controlling various activities that must be done in order to develop a successful tourist village. For this reason, it is necessary to know what kind of human resource qualifications an area must have. Because with the presence of human resources who have the suitable qualifications, the bigger the chance they can create a successful tourism village. Human Resources as a key success factor in realizing tourism development, as a driving force in creating tourism industry products, and as a determinant of competitiveness and this can be realized through education and training (Sri Pajriah, 2018)

To find out whether the quality of human resources is in accordance with what is expected, it is necessary to have HR Mapping in order to determine the direction of future refinement. Therefore, to develop Banyuurip as a tourism village, it is necessary to do the mapping of human resources appropriately. For this reason, the management, mapping and human resource development should be an important point in the organization. With the mapping of human resources, the local community will obtain accurate data about the ability and the potential that exists in every community (<http://www.listrikindonesia.com>). This is what prompted the HR mapping to be carried out eminently to support and prepare for the development of a floral tourism village in Banyuurip Village, Gresik.

Based on the background and phenomena above, the researchers want to point out on how to map human resources based on age, gender, educational background, occupation and capabilities of villagers in Bunga village, Banyuurip, Gresik, East Java. How is the readiness of human resources for the development of tourist villages, as well as how to improve the qualifications of human resources as a basis for developing a tourism village in the Bunga village, Banyuurip, Kedamaian District, Gresik.

THEORETICAL REVIEW

Mapping of Human Resources

Human Resources are one of the problems that always arise in developing any organization. Human resources are important assets that act as the main driving factor in the implementation of all activities that have been programmed by an organization starting from planning, organizing, coordinating, implementing and monitoring in order to achieve organizational goals. (<http://www.listrikindonesia.com>.)

An organization will survive if it has qualified human resources, which have capabilities in accordance with what is needed by the organization. This needs to be mapped, because each human resource has different abilities even though the organization has performed managerial functions and is trying to do its best in operational functions. Therefore, it is important to do resource mapping on several things, including gender, age, class, skill, occupation, educational background and the faculty. The final mapping is used as a foundation to increase the resource's quality of an organization to achieve its goals. (<http://www.protenziaconsulting.com/news/pemetaan-sdm-dalam-rangka-meningkatkan-kinerja-company/>)

Mapping is indeed an important thing, especially for the potential of human resources that are prepared for an activity in order to obtain optimal results. Often HR mapping does not run optimally because no integrated data management is obtained so that it does not get the appropriate information to support the implementation of an activity. Many have done the mapping although attempts to sort out useful data for making a decision are often unsuccessful. To measure the proper mapping, the data retrieval is carried out using various measuring tools such as psychological aspects in the application of inner view and focus group discussions.

One of the things that is very necessary in preparing for an activity is the preparation of HR competencies, so it is necessary to do competency mapping, namely a platform to compare the level of skills that exist now and those that will be needed in the future, as well as the individual competencies needed to perform tasks effectively and efficiently. Competency maps are often referred to as competency profiles or skills profiles. In addition, it is also defined as a way of measuring the strengths and weaknesses of an employee or company so it is very important to be made by the leader and management to identify the skills and strengths of each employee, as well as to find out how the strengths of each employee are combined to get the best quality. (<https://samahitawiroutama.com/buat-peta-kompetensi-karyawan/>)

Employee's competency map or often called competency *mapping* is a way to identify HR strengths and weaknesses. All indicators will be mapped to make it easier for managers to determine the best way to develop HR capabilities. Meanwhile, the human resource mapping in this study is the mapping of human resources in the floral village of Banyuurip so as to get a picture of the profile and competence of human resources there can support the implementation of a tourist village in the floral village of Banyuurip, Kedamaian district, Gresik, East Java Province.

Tourism Village Growth

Tourism village development must involve residents, not only as objects of tourism growth but also as subjects. If there are no human resources that manage it well, then the potential possessed by the tourism village will not be empowered. Either, if human resources are available, but they do not have the skills, then the tourism village will not work and the potential of it cannot be empowered (Fitriani, 2018).

A tourist village is a rural area that has a unique and distinctive appeal (both in the form of physical attractiveness/uniqueness of the rural natural environment and its social and cultural life), which is managed and packaged naturally and attractively with the development of tourism support facilities in a harmonious environmental system. Synchronizing with good and planned management so that the attractiveness of the countryside is able to drive tourist visitations to the village, as well as growing tourism economic activities that improve the welfare and empowerment of local communities.

According to Gde Pitana, (2005) an area that develops into a tourist destination is influenced by several critical things, such as (a) Attractiveness, (b) Facilities and attractions (c) Geographical location, (d) Transportation route, (e) Political stability, (f) Healthy environment, (g) No government restrictions.

A destination must have various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable. The various needs of tourists include transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenirs (Gde Pitana, 2005: 101). The availability of necessary various facilities will make tourists feel comfortable, so that many more tourists will visit. One of the biggest attractions in a tourist destination is a unique attraction, whether it be in the form of art performances, recreation, or the presentation of a unique and preserved local culture. Attractions can be in the form of all the daily activities of local residents along with the physical setting of the village location that allows the integration of tourists as active participation such as dance learning, language learning, creating traditional clothes, playing traditional musical instruments, plowing rice fields, seeing cultural activities on local communities, and others (Ministry of Culture and Tourism, 2011: 13).

According to Julisetiono (2007), the concept of the Tourism Village includes: (a) starting from the community, (b) having 17 local content, (c) having a commitment with the community, (d) having formal institutions, (e) the involvement of community members, (f) assistance and guidance, (g) motivation, (h) partnership, (i) effective communication forum, and (j) orientation study. So it can be said that a village can be developed as a tourist village if it has the following criteria and supporting factors (Mujanah, 2016) (1) Has a unique and distinctive potential or attraction that can be developed as an attraction for tourist visits such as natural resources/physical potential of the environment nature. (2) Have the support of the availability of local human resources (HR) sufficient and adequate to support the management of tourist villages; (3) Opportunity factor for market access A village that already has readiness to be developed as a tourist village is meaningless if it does not have access to interact with markets/tourists; (4) Allocation of space/area for the development of supporting facilities for rural tourism such as accommodation /homestays, public service areas, arts areas and so on;

In its management, the tourist village requires human resources in running the tourism village. The human resources will be needed by a manager to place in each part/structure of the tourist village. Such as secretary, tour guide, marketing / marketing field and others. Each section must be able to be managed properly so that the tourism village can develop.

Human Resources who are prepared in the development of tourist villages must have the ability according to each citizen who will be involved. Among them, residents who have large houses will be placed as homestay owners who will rent out their houses to tourists. In addition, residents who have other abilities in the field of tourism village management will be placed in the position of secretary, treasurer, marketing, etc. Then residents who have good communication skills and are fluent in speaking other languages will be placed in the position of tour guide. Then residents who have other abilities, such as skills in making crafts and entrepreneurship will have access to open places to sell food and drinks as well as souvenir shops for tourists.

Therefore, before building a successful tourist village, it is vital to know the potential of human resources in that location by mapping the villagers or potential human resources that can be developed.

RESEARCH METHOD

This research was conducted using a descriptive analysis method in which the data obtained from the results of the questionnaire distribution were tabulated and descriptive analysis was carried out, namely by looking for percentages and averages to get an overview of the map of human resources in the object of research. The source of the data used is secondary data obtained from population documents in the Banyuurip sub-district, while primary data is collected through a survey method to the sampled community to obtain data on community identification and competence that can support the development of tourist villages in Banyuurip, Kedamaian district, Gresik and then described into a model map of Human Resources at the research location.

Population and Sample

The population in this study were residents of Banyuurip Village, Kedamaian District, Gresik who had developed their village as a shopping center and ornamental plant cultivation garden. Banyuurip has 4 (four) districts with a total population of 8,132 people. However, in this study a random sample will be given a questionnaire to anyone who is met at the time of data collection. Respondents will be mapped in terms of age, gender, educational background, and occupation. Meanwhile, to get an overview of HR competencies, a random survey will be conducted on samples taken from 2 hamlets from Bunga village, namely Miru Hamlet and Pendem Hamlet, which have a large number of flower SMEs. In addition, their competencies and training demands will also be known through a questionnaire given to them.

Data collection and analysis techniques

Data collection in this study was conducted using a survey with a questionnaire instrument to the community around the Bunga village regarding their age, gender, latest education and occupation. Additional information such as their competencies, and responses to the possibility of developing a floral tourist village. As well as a question about the readiness of a floral tourism village implementation.

After it is collected, data analysis is carried out using descriptive statistics, namely the frequency distribution which will explain the HR mapping consisting of age, gender, latest education background, and occupation. Meanwhile, to analyze the competence of the community will be done with a normal distribution. The data analysis will be carried out with the help of software SPSS.

RESULTS AND DISCUSSION

This research is studying the process of mapping the Human Resources in order to prepare the development of Floral village tourism. Human Resources Mapping is required to determine the direction of growth of the required labor in the development of rural tourism. This section describes the results of a survey in a floral village in Banyuurip, Kedamaian district, Gresik, East Java Province. The data are presented in the form of a mapping consisting of the profile of the floral village, identification of the population who became respondents in this study consisting of gender, age, education, the job, competencies possessed, the response to the development of tourist villages, and the need to increase the desired competence information.

Profile of Banyurip Village

The research location was carried out in the floral village located in Banyuurip village which has three hamlets namely Miru, Wonosari, and Pendem. Banyuurip has a big potential to be developed as a tourist village. Many residents of Banyuurip Village are entrepreneurs who have a business of planting and taking care of flowers and ornamental plants therefore, in almost every house there are various flower plants and other ornamental plants. Many people then do farming or trading them. Now flower and ornamental plant booths began to form along the right and left sides of the Banyuurip Village highway as well as on vacant land behind them which were divided evenly and arranged neatly. So that visitors can buy and take a walk to enjoy the beautiful village scenery. Other facilities provided here are culinary places and rest areas for those who are shopping for flowers or just enjoying the beauty of the flowers that are planted or sold by the owner. This culinary place is called *Cafe 1001 Bunga* which has an outdoor concept in the middle of a garden, and education recreation for children and adults (Profile of Banyuurip , 2020)

The access to Banyuurip Village is wide and strong, making it possible for large vehicles such as tourist buses to pass through. Banyuurip which is well known as a flower market among other people is supported by the results of the questionnaire distribution which shows that 95% know that Banyuurip Village has many flower stands (<https://www.researchgate.net/publication/345804180>)

Banyuurip has a cool and leafy atmosphere as well as a beautiful view. Along the right and left sides of the village road, there are flower seller stands neatly arranged and bring an attractiveness to the village. Adorned by various kinds of flowers and ornamental plants and trees alongside the road giving the village an environmentally friendly look. Supported also with a wide access road for buyers to smoothly pass without causing congestion.

Ornamental plants with thousands of varieties spread across the city of Gresik, one of which is being developed in Miru Hamlet and Pendem Hamlet, Kedamean District, Gresik. The location of this village is very strategic, and can also be an educational tourist area. Miru Hamlet and Pendem Hamlet, Banyuurip Village, Kedamean District, Gresik, became centers of ornamental plants with various types of Anthurium plants, Orchid Chrysanthemum, Ferns, Cacti, Bonsai, and other ornamental plants.

Results of analysis and discussion

This research was conducted using a survey data collection method with a questionnaire instrument. After the data is collected, statistical analysis is then carried out with SPSS software to determine the value of the frequency distribution and the average value per item of questions asked of the respondents, so that the results can be described as a model of the Human Resources map in the context of developing floral tourism village.

Figure 1 shows a map of Human Resources (HR) starting from the identification of respondents consisting of the respondent's gender, age, educational background, work experience and competencies possessed by HR. The results showed that the respondents in this study were mostly male, which was around 60% while the remaining 40% were female. Thus, men are involved more in the flower business in this village, this shows that the people who dominate this business as farmers and flower sellers are men while mostly women are florists at home.

Respondents age are varied among 31-40 years old, which is 21.60%, then the second place is 51-60 years old (20.37%), while those aged over 60 years are only a few, 11.73% while the rest are

in the dominance of young people under 30 years old, this shows that those who become farmers and flower traders in Banyuurip are people who are over 30 years old, while those who are still young prefer other jobs, for example working in companies or in other fields.

The educational background shows that 54.94% have Secondary education, either high school or vocational school, while 28.40% have elementary educational background and some even do not graduate from elementary school, however there are also those who have a bachelor's or diploma education even though they aren't many. Thus, can be said that most of the people in this research area are equivalent to secondary graduates. This is considered good that the majority of them are farmers and florists who are in the gardens or fields to grow flowers or in shops to sell flowers. 60% men and 40% women



The majority of respondent's occupation were flower farmers and flower shop entrepreneurs, as can be seen in Figure 1, 40% of them are flower farmers while the second was a flower shop business (23%) whose shops have hundreds of different types of flowers from small to big ones. Meanwhile, others have varied jobs ranging from florist (14%) which are carried out around Gresik as well as outside the area such as in the cities of Surabaya, Sidoarjo to Mojokerto and surrounding areas. Apart from that, there are also workers in companies, and other entrepreneurs such as fertilizer producers and resellers, farmers, food and beverage stalls and students.

Many of the respondents have been loyal to their occupation for several years, 37.65% of them have worked in their respective fields for 9-11 years, there are also those who work for 12-14 years as much as 26% and 24.07% worked for 6-8 years and the rest for 5 years or under and only few were above 14 years experience. This shows that the residents in the village of Bunga Banyuurip, especially

those who are involved in the business of farmers and flower sellers, have worked for a long time, which is more than 6 years and even the majority are between 6-14 years. This means that they have eminent experience in the field of farming and sell flowers very well.

Competence

Competent is a person's ability consisting of knowledge, skills and behavior in the field he is engaged in. Competence in this research is the ability of the Banyuurip residents to grow and sell flowers as farmers and flower sellers. Competence in this study is measured by several indicators, namely knowledge, skills, behaviors such as behavioral commitment to the environment and respect for others. Each indicator was asked through a questionnaire which resulted, the highest category was being responsive to the environment with an average score of 4.37, then respecting others (4.37) and commitment (4.31), and the next was knowledge (4.3) and skills (4.27). This shows that a person's success in running a business is in terms of behavior towards others and responsive to the conditions around him, after this is followed by skills and knowledge.

When viewed from the competencies possessed by the respondents, it shows that most of the respondents have competence as flower sellers, namely 77 people or 44% of respondents, while the others are flower farmers (33%), besides that also some are competent in the culinary field (8%), compost fertilizer production (4%) etc. This shows that the residents of Banyuurip village already have special expertise in the field of planting so, it is suitable if Banyuurip develops as a floral tourism village. Later on to be completed for tourist facilities such as flower planting education tours, playgrounds and other necessary facilities.

Figure 1 also shows the level of ability possessed by the community in this Floral village, the majority admit that 65% of them have high abilities and there are even 19% who feel they have very high competence and only about 17% have sufficient abilities. This shows that the respondents have a lot of experience so they have a high ability to develop their business as farmers and sell flowers and there is no doubt about their abilities.

Community Responses to the Development of Tourism Villages

This research was conducted to describe a map of existing human resources in Banyuurip, especially in the village of producers and flower sellers, namely Dusun Miru and Pendem in terms of population variety; age, gender, education background, and occupation, qualifications and competencies required. As well as increasing the qualifications of human resources as a basis for developing a tourist village in Banyuurip Village, Kedamean District, Gresik. The community's response to the development of Banyuurip as a tourist village can be seen in the tabulation and discussion below.

Before discussing the development of tourist villages in the village of Banyuurip, it is necessary to know in advance the understanding and responses of the population to the growth of tourist villages, which consists of an understanding of what a tourist village is. Table 6 shows to what extent the understanding of the people of Banyuurip towards the Floral village, where most of them are quite familiar, namely around 60% and there are even 23% who say they know very well. This indicates that the people in Banyuurip are ready to play an active role in developing their village as a tourist village.

Many farmers and flower sellers in Banyuurip attract many people from various regions in East Java and outside the region to come to the village. This will ease a process turning villages into

Floral Village Tourism Therefore, more than half (52%) of the respondents in this study agreed and there were even around 40% who strongly agreed if their village was developed into a floral tourism village as can be seen in table 5.10.

The level of participation that will be given to the community in Banyuurip, if the village is developed into a tourism village, its recognized by around 65% of respondents will active participation, and even 19% are very active while others are active enough. This indicates that they not only agree if the village is developed as a tourist village but will also play an active role in activities in the tourist village to enliven visitors.

Competence Development Need

Respondents in this study were mostly farmers and flower sellers, although they admitted that they had high competence but they still felt the need to increase competence with training, this was needed by around 73% of respondents who wanted to be given training.

After being asked further what kind of training do the respondents want, as can be seen in table 5.13, which shows that most of the respondents want training in the field of flower agriculture such as cross-breeding, making new plant varieties, plan maintenance, recognizing various types of flowers, and gardening, this possibility is for those who have jobs as flower farmers, while those who work as florists want training in online and offline marketing, while others want training in the culinary field, making souvenirs, making crackers, and preparing to manage the villages.

Conclusion

The HR map at the research location shows that the age of those who are active in the field of farmers and flower sellers is between 30-50 years, and the number of men and women has a ratio of 60% for men and 40% for women. This condition strongly supports the development of floral villages, where the number of productive flower farmers is male while the Women only sell flowers, and they are mostly secondary school graduates. While the jobs are owned mostly as flower farmers and florists, and only a small percentage have other jobs such as culinary business, souvenir making and composting.

If you look at the qualifications of the population, they already have high qualifications as well as the competence of the population is also high in supporting the implementation of the development of floral villages. In addition, they also gave a positive response to the development of villages in their area and will play an active role in the activities of developed tourist villages.

Recommendation

Based on the findings above, there are necessary activities to further improve human resource qualifications as a basis in the development of tourist villages in Banyuurip Village, Kedamaian district, Gresik. Such as by doing training like planting process to produce good seeds of flowers, marketing training in selling flowers, training in making compost fertilizer, training in catering business, creativity training in making souvenirs from flowers and training in managing tourist villages. where all that to support the formation of Floral village tourist village in Banyuurip Village, Kedamaian district, Gresik.

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