

Original Research Article

Preparing Future's Community Empowerment: A Quantitative Study of the Correlation Between Empowerment and Human Resources in Ranu Pani and Sanan Tourism Village

Menyiapkan Pemberdayaan Masyarakat Masa Depan: Studi Kuantitatif Hubungan Antara Pemberdayaan dan Sumber Daya Manusia di Desa Wisata Ranu Pani dan Sanan

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ABSTRACT

Human resources are the main support system for managing tourist villages. The main support system should be managed well. Managing human resources can be reflected by empowering them to develop new skills based on their need to elaborate on the region's potency. The region's potency consists of culture, tourism place, and heritage. The aim of the research is to know about the correlation between empowerment and human resources in Ranu Pani Tourist Village and Sanan Tourist Village. This study used quantitative research. The data was collected using questionnaire. Data analysis was performed using descriptive, quantitative data. The result of this research is that the test distribution is normal by 0.871. The data were normal with a significance level of 0.55. The distribution number was greater than or greater than the significance number. The second was about ANOVA test. Based on ANOVA, the result was $F = 56.245$. This means that there was a significant correlation between empowerment and human resources. Empowerment does influence human resources and human resources may influence empowerment. Even though there is significant correlation between empowerment and human resources, empowerment is still important for people particularly around village tourists. Society will change quickly, and they need readiness to face the fast changing. Fast changing and society reflecting where they live. Empowerment includes developing skills, abilities, knowledge and competency that need to be advanced around tourist villages. Human resources are the success or failure of tourist.

Keywords: Advancement, Empowerment, Human Resources, Ranu Pani, Tourist Village

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INTRODUCTION

The era of globalization and technology has contributed to the tourism business beyond the export of oil, food products and is one of the main sources of income for many developing countries. In the service sector, the specialty of tourism presents itself as a major industry for the use and innovation of technology. (Kusumaningtyas et al., 2021)

Globalization has influenced the advancement all fields worldwide. The movement of society has changed way of life. In addition, globalization causes significant differences in technology, education, lifestyle, and tourism. In this era, there are many possible things to do such movement activities from real to the virtual activity. This is real movement that happened at this time. The movement of all things in life influence tourism sector better to well known. (Peccei & Rosenthal, 2001). In this time, people do not need come directly to the tourism object to make sure that place. They just need technology to access some information about the tourism object.

Tourism is one of the best sectors to support economic growth. It can help people, government, investor, seller to do their economic activity. Having a change, the role of tourism as a new source of employment, income, more tax receipts, attracting foreign exchange and improving social infrastructure that leads to the growth and development of other sources, is verified in several studies (Bazneshin, S. D., Hosseini, S. B., & Azeri, 2015). Tourism scope is not only in the city, province, regent or other but tourism can raise from small area such village. Village is one of the best sectors that can support the growing of tourism sector. It is because the managing is easier. Village is smallest government sector, if tourism growth from village it can help in managing and controlling (Miller et al, 2017)

Good planning and phasing, which guide the ongoing steps, determine the success of tourism destination development. In developing halal tourism, several steps and activities need to be carried out. The goal is to achieve the goal of sustainable halal tourism activities (Fahamsyah & Kusumaningtyas, 2021)

In this time there some villages which develop tourist village. Tourist village is one of tourism object which managing, controlling and taking responsibility on tourism object is village government. A tourist village begins with the motivation to develop the village while preserving environmental sustainability (Vitasurya, 2016). The society around the village has responsibility to keep the nature around the tourism object to make it conducive and safe. Beside, comfortable tourism object will make that object trusted by people and become first tourist destination. (Bonn et al, 2005)

One of the tourism objects which developed is RanuPani Tourist Village and Sanan Tourist Village. That village is located in Senduro Sub district, Lumajang regency, East Java. In this tourism object offer open air panorama. There are National Park Bromo Tengger Semeru, Ranu Regulo Lake, Ranu Kumbolo Lake. Besides providing natural tourism, it also provides culinary tourism, and souvenir. These objects make tourist gorgeous with the tourism object. Besides, there are many complete facilities that offer in village tourist. RanuPani Tourist Village and Sanan Tourist Village are part of 50 tourist village in Indonesia. (Valadares, 2004)

The development of tourism object also supports by development of human resources (Mano-Negrin, 2002). Some tourism villages have become new tourist attractions for tourists, but not a few of the established tourism villages have not experienced significant development due to various obstacles, such as: limited accessibility and infrastructure; lack of readiness of human resources and their mastery of knowledge and skills in the field of tourism; lack of stakeholders commitment; lack of awareness of protecting the environment; and also the limited of systems, networks and marketing strategies for tourism products (Arismayanti et al 2019). Human resources take important role on supporting development of tourism object. In the managing of tourist object is human and human need more knowledge, skill and also other factor that support them can manage well. Besides, the effort to make human resource well knowledge based on the need. Human resources refer to human ability, skill, and knowledge on managing also controlling the sources around them to make their life welfare (Moretto et al., 2008). Besides, human resources are important element on supporting and developing human life. In the research, it is important on improving human resources skill and knowledge. It can make tourist village will be the best tourist village (Muljono, 2013).

LITERATURE REVIEW

Empowerment

Empowerment is a one of concept that better to apply in individuals, organization, and community (Febriana, 2011). Empowerment shows a paradigm about shift in leaders', scholars', and ordinary people's assumptions, attitudes, and values (Perkins, 2010) Empowerment is one of the ways to make individual, organization or community having good skill, knowledge and other things that can help them better on doing job. The attributes in empowerment consists of: a helping process, a partnership which values self and others, mutual decision making resources and goal setting, opportunity and authority, open communication, freedom to make choice and accept responsibility etc. (Ling et al., 2019)

Empowerment process is important for human growing particularly in improving skill and developing knowledge (Muljono, 2013a). Empowerment need to make human resources having better quality. Most all sectors now, dominated by improving human resources skill. It is because human resources will give important role on managing all things in certain sector (Dunn & Johnson-Brown, 2008)

According to (Kriemadis & Choregia, 2006) there are ten methods in empowering human resources such as Creation of vision and formulation of Organizational Values, Teamwork, The Role of the Manager, Information sharing, Training support, Performance Appraisal Processes, Reward system and recognition, Organizational culture, Devolve responsibility and delegation of authority, Goal setting. There are many methods on empowering human resource. Every methods need to apply well and find the right one or more to apply in empowering process. Some empowering process needs more combination or strategy to make it better and applicable to the human (Perkins, 2010). It is important to do because human need to develop their skill, ability, and also their competency. There are five issues in empowering as follows: Sense of competence (Self-efficacy), Sense of being effective, Sense of being valuable, Choice (Autonomy), Trust (Tohidi, H., & Jabbari, 2015). The issues of empowering based on the field need. It is not only about human perception or opinion but it is based on the fact that really happen.

Human Resources

There is some process that should be reached in human resources such as planning, organizing, staffing, leading, and controlling (Dessler, 2017). Planning is the first process in human resources; there are some steps such as planning, developing procedure and also rules, determining goals and standards. Second step is organizing; the steps consist of giving specific task in every subordinate, establishing department, delegating authority subordinate. Next step is staffing. Staffing is process of recruiting process, people criteria that should be hired, selecting employees, training and also developing employee's skill and knowledge. Next is leading. Leading is the lead process to make sure that the employee or the person can work based on their responsibility and maintaining employee morale. Controlling is one of process on maintaining the procedure that given in the company (Mangundjaya, 2019).

Sundiman (2017) agreed that human resources should be introduced new thinking model in managing the company through the knowledge which it had. Human resources need to develop their skill, ability, and also competency because of every person has their knowledge about something (Akbari & Ghaffari, 2017). It supports the people on doing their activity and understanding the advancement of their society well. Human resources are not only about physically or appearance but it includes almost all aspect in human that it can use to make life better and causing advancement of society.

Tourist Village

Tourist village is an area of countryside which has some special characteristics to become a tourist destination, this area not in big city but in the village that still has their own culture and have potencial factors that support them (Irfan, M., & Suryani, 2017) Village tourism or rural tourism is a form of nature-based tourism that reveals rural life, culture, art and heritage in these rural locations, so that it benefits local people, both socially and economically (Arismayanti et al., 2019)) Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment, and shopping (Maphanga, 2003). It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives) . Tourist Village is tourism object that it is located in the village which all property, need, service and all things is under control of the village government. Village government has full of managing the tourism object and determine the next program for better tourist village. Most of tourist village showed culture, culinary, local wisdom, tradition, souvenir, and unique things of the society. (Beerli, A., & Martín, 2004)

Development of village tourism or tour village is also considered to have the ability to minimize the potential urbanization of society from rural to urban areas because it is able to create economic activity in rural areas based on tourism activities (Hamzah, A. S., & Irfan, 2018). Besides, the development of village tourism also influenced the completeing of facility to the village such as road, public need, communication network etc. The presence of tourism destinations in an area besides aiming for equitable development, raising regional culture also to reduce poverty and improve the economy for the local community (Lucky, M., & Rosmadi, 2018). Improving local economic community will help government on managing jobless in certain area. The human resource should manage well to make advancement in economic system.

RESEARCH METHODS

The population of this study is the entire community consisting of students, employees, and entrepreneurs in the villages of Ranu Pani and Sanan with a total of 450 people. In this study, it was determined by purposive sampling with the Slovin formula, with an allowed error value of 5%. So that the number of samples obtained is 211 people.

The method in this study uses quantitative methods. The quantitative method displays data in the form of numbers and is followed by an explanation of the data. There are three tests in this study, namely normality test, homogeneity test, and ANOVA test. (Tariq et al., 2016) Testing data using SPSS 16. Data obtained from questionnaires distributed to respondents.

RESEARCH AND ANALYSIS

The range of age in the research consists 19 until 28 years old. The number contributed in the research followed by the 24 years old by percentage 35%. This percentage is large percentage than other range of age. The small number was 26 years old by percentage 2%.

Table 1. Respondent result

Age	Percentage
19	8%
20	12%
21	10%
22	15%
23	5%
24	35%
25	5%
26	2%
27	3%
28	5%

Table 2 Percentage Based on the Job

Job	Percentage
Students	56%
Employee	34%
Entrepreneur	10%

The number of respondents was dominated by students particularly university students. Then number two follow by employ by percentage 34%. The last and small percentage is entrepreneur who consists of 10%. From the range job of respondent, it can conclude that most of respondents still have occasion to follow empowerment.

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Empowerment
	N	40
Normal Parameters ^a	Mean	41.7500
	Std. Deviation	2.46774
Most Extreme Differences	Absolute	.094
	Positive	.092
	Negative	-.094
	Kolmogorov-Smirnov Z	.595
	Asymp. Sig. (2-tailed)	.871

a. Test distribution is Normal.

The distribution of the data in the research is normal. It can mark by the distribution of the data more than 0.05. The result of the data displayed 0.871. The number of data is larger than the significance namely 0.05. In the data was show that mean 41.7500, Std. Deviation 2.46774, Absolute .094, Positive .092, Negative -.094, Kolmogorov-Smirnov Z .595, and Asymp. Sig. (2-tailed) .871.

Table 4. Homogeneity Test
Test of Homogeneity of Variances

Empowerment			
Levene Statistic	df1	df2	Sig.
3.135	2	37	.055

The result of the test showed that the distribution of the data was normal. The number of Levene Statistic is 3.135, df1 was 2, then df2 was 37, and the last significance 0.55. The data has normal distribution because of the number of significance is 0.55 it is bigger than 0.05.

Table 5 One Way Anova Test
ANOVA

Empowerment	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	178.717	2	89.358	56.245	.000
Within Groups	58.783	37	1.589		
Total	237.500	39			

F count = 56,245, F table = 3.89, Sig. = 0.000

In the Anova output above, the calculated F value is 56,245. The calculated F value is greater than F table (3.89). In addition, the resulting Sig value of 0.000 where the value is below 0.05. From the results of the F test above, it is concluded that H₀ is rejected and H_a is accepted, where there is a significant influence between empowerment on human resources.

Discussion

Based on the result of the research is the range of age between 19-28. The choosing of respondents in this research based on random sampling. There are 211 respondents that following in the research. Then the job of respondents was dominated by students particularly college students. College students are one of the parties of respondents who take important role which they can develop tourist village by their own knowledge and also combine with their knowledge in university. It is the best strategy to make the village tourist because young generation have social media. By using social media, young generation can promote their village tourist and also manage that object. Besides, some of respondents consists of entrepreneur, the government also can collaborate with them to make business agreement which give good advantage to the both of parties. In this research was displayed that there is a significant correlation between empowerment and human resources. This result was strengthened by there is a correlation between Stakeholder support has become a critical asset for organizational survival and success in all sectors. Empowerment of human resources in Ranu Pani Village and Sanan has significant correlation each other. It means that the empowerment may support the human resources in that village tourist. Besides, the growing up of the tourist village did influence on empowerment of human resources. Even the result said that there is significant correlation between both of parties, empowerment still important to do to the human resources in around of village tourist. It is because the advancement of tourist running fast. No one can guess that it will run slowly. Empowerment also need just to make sure that the society around the object are ready and able to face the fast changing around them.

CONCLUSION

Based on the research, it can conclude that respondents of the research is the age between 19 until 28 years old. The range of the job is students, employee, and entrepreneur. The result of the research is test distribution is normal by number 0.871. The data was homogenic because of the number of significance is 0.55. Based on ANOVA test F=56.245, there is significant correlation between empowerment and human resources.

The government should gain the other potency in the tourist village to make the tourist village better. Besides, the government should convey to development and factor which can make tourist village well known by all people. Government should aware that tourist village can help them to overcome jobless problem in certain area, it needs to development to make it optimum.

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