The Effect of Supporting Human Resources Competence and Community Empowerment Towards Tourism Development in South Sulawesi

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Abstract: Tourism is one of the main sectors of indonesian government to produce foreign exchange for the state. Management of tourism area must have to pay serious attention from the government under involving hence stakeholders related and participation towards all members of the community.

This study aims to to analyze the influence of the support of the competence human resources tourism and community empowerment about tourism object to development of tourism in south sulawesi.

The method of analysis that used is explanatory research with a regression analysis. The sampel taken as a purposive and incidental among employee by using the same questionare.

The results shows that a good simultaneously and partial of the free variable has a significant positive influence towards the development of tourism in South Sulawesi. That's are mean government supporting, human resource competence and community empowerment has simultaneously multiplier towards an increase in occupancy hotel, hostelry and the hence income of employees in tourism sector area.

Keywords: government supporting, human resources competence, commmunity empowerment and tourism.

INTRODUCTION

Tourism becomes one sources of foreign exchange for some countries and benefits these countries. The tourism industry in developing country needs government support and community participation.Government support is essential to develop and to preserve the tourism in South Sulawesi. It is known that South Sulawesi has many tourism destinations that not well managed including waterfalls springs lakes beaches marine nature reserves and cultural heritage traditional houses historical heritage museum of art and culture religion travel and agro-tourism at each district and city. Many of these sites poorly maintained and damaged. The damage is caused by human activity itself or natural

phenomena around us. It needs support and role of government to address it. Tourism management generally inadequate in South Sulawesi. Support and real action on government's efforts to preserve and maintaining the tourism destination is needed. The government also should promote to foreign countrie.

The tourism development sector is aimed to improve the quality of life and prosperity and can provide benefits to community needs. World tourism is a source of income in addition to other sources such as the export of certain products of a region. Tourism becomes excellent for countries in world to bring in huge foreign exchange. Central Statistics Agency (BPS) of Indonesia recorded the foreign exchange earnings from the tourism sector 8.554 billion US dollars during 2012 or the fifth commodities with largest contribution to revenue of country. (Muhammad Hendrico, 2014).

Suwantoro (1997: 1) in (Roslina Alam, 2016) explains that tourism is a departure process of one or more people toward another place outside his residence. The departure was due to a variety of interests, either because of economic, social, cultural, political, religion, health and other interests such as to know, adding experience or to learn.

Wardiyanto (2011: 21) said that successful tourism development sector depend on availability of tourism attraction and also strongly affected by ability to manage human resources. Human resources can act as a principal tourism as well as the manager of tourism business, and as the developer and manager of tourism industry. Government becomessupervisor and policy maker for tourism. Large responsibility of Culture and Tourism Office in South Sulawesi need high quality of human resources.

The success of tourism development is determined by three factors below (Yoeti (1996).

1. To available of objects and tourism attraction.

2. To allow access in facilities and infrastructure for tourists to visit a region or tourism area.

3. To provide Amenities availability as tourism destination which comfort to community

LITERATURE REVIEW

Government Support

Regulation No. 10 year 2009 explains tourism as a wide range of tourist activities and supported by various facilities and services provided by public, employers, government and local government. World Tourism Organization (WTO) explains tourism as an activity of humans traveling and staying at interesting area outside their everyday environment.

Koen Meyers (2009) explains tourism as temporary travel activity from their original places to interesting areawithout to settle or make a living but merely to satisfy curiosity, to spend free time or holidays and other purposes.Sinaga (2010) explains tourism as a planned trip, carried out individually or in groups from one place to another with intention to get some satisfaction and pleasure.

James J. Spillane (1994: 63-72) said that tourism attraction or destination, should include five (5) important elements below to allow tourists feel satisfied in enjoying the journey.

Attractions

Attraction is the center of tourism industry. It's what he understood able to attract tourists who want to visit. It's also motivate tourists to visit or satisfactory a few needs or demand. They usually interested in a location for typically that attracts tourists as follow as:

a) The beauty of nature

b) Climate and weather.

c) Culture.

d) History.

e) Ethnicity-tribal nature.

f) Accessibility or easyto reach the place.

Facility

Facilities tends to be applied in attractions.Itspromoting growth and tends to evolve at the same time or after attractions developing. It also can be a facility as the number and kind of hanging from what tourists needs and supposed to fit into the quality and price, food, beverage which is dealing with the taste and prestigues.

Infrastructure

Attractions and facilities cannot be achieved easily without support from adequate infrastructure. Its includes all construction underground and above ground at a region or area. Critical infrastructures in tourism are below.

a. The water system
Water quality is quite indispensable. Hostelry needs 350 to 400 gallons of water per day per room.

b. The sources of electricity and energy
An important consideration is energy power available at peak hours to make services offered continuously.

c. The communication networks
Although many tourists want to escape from the usual situation and full of stress, but there are also some who are still need telephone services.

d. The drainace system
Drainace requires approximately 90% of water demand. The network must be designed based on maximum peak demand.

e. The Health Services
Health services will depend on number of guests, type of activities undertaken or local geographic factors.

f.   The streets / highways

There are several ways to make highways more attractive to tourists:

- Providing a comprehensive view of universe.

- Making up and down street for scenery variations.

- Developing a place with a beautiful view.

- Creating a highway with two separate directions but in accordance with state of ground.

- Choosing treeslocation that is not too heavy but still has beautiful panorama.

Transportation

These below are several proposals regarding transportation and facilities that will serve as a guideline.

a.   Detailed information on facilities, location of terminal, and local carrier services at destination should be provided for all passengers prior to departure.

b.   The security system must be provided at terminal to prevent crime.

c.   A standard or uniform system for traffic signs and symbols should be developed and installed in all airports.

d.   The information system should provide data on other transport information services in terminal, including schedules and fares.

e.   The latest information and applicable, whether the scheduled departure or arrival should be available on bulletin board, verbal or telephone.

f.   Manpower to help the passengers.

g.   City map should be provided for passengers.

Hospitality

Travelers in an environment that they do not know should have security certainty, especially foreign tourists.

Human Resource Competence

Definition

Competence comes from the word "competency", a noun which according to Powell (1997: 142) is defined as 1) the skills, ability, 2) authority. The adjective of competence is competent which means capable, and agile. Definition of competence principally same as the notion of competence according to Stephen Robbins (2007: 38) namely "ability or a person's capacity to perform various tasks in a job, in which this ability is determined by two intellectual and physical ability.

Competence as a skill or ability is also expressed by Robert A. Roe (2001). Competence can be described as the ability to carry out the tasks, roles, ability to integrate knowledge, skills, attitudes and personal values, and abilities to build knowledge and skills based on experience and lessons.

Competency according to Spencer & Spencer in Palan (2007) is basic characteristics possessed by an individual who related causally to meet the criteria necessary to occupy a position. Competence consists of five characteristics, namely the motive (consistent willingness as well as a cause of action), heredity (character and a consistent response), concept of self (self-image), knowledge (information in a particular field) and skills (the ability to carry out tasks).

Adversely, Fogg (2004: 90) divides the competency into two categories: basic to differentiate the basic competencies (Threshold) and distinctive competencies (differentiating) according to criteria to predict the performance of a job. Basic competence (Threshold competencies) are the main characteristics, usually in form of knowledge or basic skills such as the ability to read, while differentiating competencies are competencies to make a person different from another.

In more detail, Spencer and Spencer in Palan (2007: 84) argues that competency shows the characteristics of underlying behaviors that describe motives, personal characteristics (typical), self-concept, values, knowledge or expertise of a person who performs a superior job in workplace.

There are five characteristics to make competence. First is knowledge of technical problems, administrative, human processes, and systems. Second are skills; refers to a person's ability to perform an activity. Third is concept of self and values; refers to attitudes, values and self-image, such as a person's belief that he could succeed in a situation. Forth are personal characteristics; refers to physical characteristics and consistency of responses to situations or information, such as self-control and ability to remain calm under pressure. Fifth is motif; the emotions, desires, psychological needs or impulses to trigger the action.

Statement up there competence submit to that is the someone concerned with the performance of effective and or superior in a specifict situation. Its work will be characteristic of the underlying (characteristic) for individual characteristics as part as deep and attached to someone personality which can be used to predict somewhere works and also said connection between behavior and performance because competence causing or can predict behavior and performance.

Characteristics of Competence

Spencer and Spencer in Prihadi (2004: 38-39) mention five characteristics of competence below.

1. The motives are somethingthat someone thought or want consistently to lead to action.

2. The traits are the physical characteristics and consistent responses to situations or information.

3. The self-concept is the attitudes and values of a person.

4. The knowledge is information held by a person for a particular field. Knowledge is a complex competence

5. The skill is the ability to perform a particular task, both physically and mentally.

Meanwhile, according to Spencer and Spencer cited by Surya Dharma (2003: 17), self-concept, traits and motif of competence are more hidden, deeper and different at central point of one personality. Knowledge Competencies and Skill Competencies tends to more real (visible) and relatively different on surface as one characteristics of human beings.Furthermore, according to Spencer and Spencer in Surya

Dharma (2003: 41), personal characteristics are include temperament, concepts and knowledge to predict the actions of behavioral skills, which in turn would be predict to job performance.

Basically, performance of a person is individualized for each of employees with different levels of ability. A person's performance depends on a combination of ability, effort, and opportunities derived (Carrillo, P., Robinson, and (2004: 47).

Type of Competence

According to Spencer and Spencer in Surya Dharma (2003: 47), competence can be divided into two categories: 1) Threshold Competency and 2) Differentiating Competency. Threshold competencies are the main characteristics (usually knowledge or basic skills such as the ability to read) that must be owned by a person to carry out the job. Differentiating competencies are factors to distinguish high and low performers.

Charles E. Johnson in Vienna Sanjaya (2005: 34) divides competences into three parts, namely: 1) Personal competencies, namely competency related to personality development (personal competency), 2) Professional competence, competence or skills related to completion of certain tasks, and 3) Social competence, namely competence relating to social interests.

Below the competency acquisition process has been developed to increase the level of competence (Surya Dharma, 2003: 38).

a.   Recognition. It is a simulation or case study which gives participants an opportunity to recognize one or more competencies to predict individual high performance in their work so that one can move from the simulation experience.

b.   Understanding. It is a case instruction include modeling the behavior of what competencies are and how the application of these competencies.

c.   Assessment. It is a feedback from participants about how many the competencesof participants (comparing the scores of participants). This can motivate participants to learn competencies to aware the relationship between the actual performance and ideal performance.

d.   Feedback. It is an exercise where participants can practice competencies and get feedback on how participants can carry out a particular job than someone with high performance.

e.   Job Application. It can need in order to use the competencies in real life.

Community Empowerment

Theories put forward be a reference. This research as allegiance with the facts and reality in the neighborhood of tourism.Robbins in 2007 suggested that empowerment employees means make employee took control of what they do.The same thing was also raised by clutterbuck in 2005 that the empowerment means encourage and allow human resources afford to have personal responsibility to increase in a labored manner and increase their contribution to the organization. Spreitzer (1996) has described empowerment as the way of people to see themselves in work environment and how far people feel able to form a working role. Empowerment can enable staff to improve the feeling that he can overcome the problem, both the problems in relation to organization and a society around.

Empowerment is also understood as a multi-dimensional construct. Itis consists of four cognition to reflect orientation of an individual to his work. All four of cognition ismeaning (the value of a work purpose for individuals), competence (individual beliefs about the ability to meet the demands of work), self-determination determination (autonomy or control over the processes of behavior in work) and impact (how far an individual can affect the outcome of the work) (Spreitzer, 1996). In summary, empowerment is how far an individual can actively affect the role of work and its context (Daniels and Guppy 1994). These defenitions illustrate that which is empowered is not human resources organization.

RESEARCH METHODS

This study uses explanatory research with descriptive quantitative analysis. The samples are taken 160 respondents by purposive and incidental from 20 staff at Department of Tourism of South Sulawesi province, 30 employees of hospitality, 40 local travelers, 40 tourists, 30 community around the tourism destination. The data is collected by questionnaire and analyzed by multiple regressions with software SPSS V 20.

RESEARCH RESULTS

Simultaneous Hypothesis Testing

Simultaneous testing is used to see the effect of government support, human resources competence and community empowerment around the tourism destination on tourism development in South Sulawesi. The result can be seen in Table 1 below:

Table 1
The Simultaneous Testing Results (Test F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,158	3	17,719	96,701	,000[b]
	Residual	28,585	156	,183		
	Total	81,744	159			

a. Dependent Variable: Tourism development Y

b. Predictors: (Constant), Government support X1, Human resource competence X2, Society empowerment X3

Source: Data Analysis, 2016

Table 2
Coefficient of determination testing (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,806[a]	,650	,644	,428

a. Predictors: (Constant), Predictors: (Constant), Government support X1, Human resource competence X2, Society empowerment X3

Source: Data Analysis, 2016

Coefficient of Determination Analysis

Table 2 shows the coefficient of determination (R Square) of 0.650. This means that all independent variables namely Government support (X1), Human resource competence (X2), Society empowerment (X3) simultaneously have affect 65% to dependent variable of Tourism development(Y) in South Sulawesi. The remaining 35% are affected by other factors outside the study.

Partial Hypothesis Testing

Table 3
Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.010	.257		.038	.969
	Government support (X1)	.428	.056	.209	7.672	.000
	Human resource competence (X2)	.335	.056	.335	5.991	.000
	Society empowerment (X3)	.220	.059	.446	3.750	.000

a. Dependent Variable: Tourism development Y

$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$

$Y = 0{,}010 + 0{,}428X_1 + 0{,}335X_2 + 0{,}220X_3$

The multiple regression equation can be interpreted below.

1. Government Support (X1)

    The test results shows that Government Support (X1) affect on Tourism development (Y) at t count = 7.672 with a significance level of $0.000 < \alpha$ (0.05). Therefore, hypothesis 1 is accepted. This means that Government Support (X1) has positive and significant effect on Tourism Development (Y) in South Sulawesi.

2. Human resource competence (X2)

    The test results shows that human resource competence (X2) affect on Tourism development (Y) at t count = 5.991 with a significance level of $0.009 < (\alpha) = 0.05$. Therefore, hypothesis 2 is accepted. This means human resource competence (X2) has positive and significant effect on tourism development (Y) in South Sulawesi.

3. Community Empowerment (X3)

    The test results shows that Community Empowerment (X3) affect on tourism development (Y) at t count = 3.750 with a significance level of $0.000 < 0.05$. Therefore, hypothesis 3 is accepted. This means that Community empowerment (X3) has positive and significant effect on Tourism development in South Sulawesi.

Based on t test results above, it can be concluded that variables with dominant effect on tourism development is the government support (X1) with significance value of $0{,}000 < \alpha$ (0.05) and t value of

7.672. Thus it can be said that Government Support (X1) is the most influential variable to tourism development in South Sulawesi.

DISCUSSION

Human resources are success key of an activity in an organization tourism development. It will increase their country or region and can enhance multiplier effect of tourism agent, Human resources tourism, the owner and hospitality and hostelry, and increase public welfare about tourism. The development also determined by knowledge and skills, and must also experience, motivation, self-discipline and high morale of tourism in south sulawesi both local and foreign tourists

Tourism development is affected by government support, human resource competency and community empowerment in tourism sector.

The Effect of Government support to tourism development in South Sulawesi

The regression analysis shows the effect of government support on tourism development is 42.8%. This finding shows that government support affecton tourism development. The relationship pattern is positive. This means that good and great support from government can increase the tourism development in South Sulawesi.

Based on respondents perception, government support is considered affect on tourism development. When analyzed further, government support can be described as the ability to provide facilities and infrastructure, regulations and policies, and the capital, licensing.

The Effect of human resource competencies on tourism development

The regression analysis showed the effect of human resources competence on tourism development is 33.5%. This finding shows that human resources competence can affecton tourism development. The pattern of relationship is positive. This means a better human resource competence can increase the tourism development.

Based on respondents perception, human resource competence is considered affect on tourism development resources. When analyzed further, competence can be described as the ability to perform a task, ability to integrate knowledge, skills, attitudes and personal values, and ability to build knowledge and skills based on experience and lessons. However, availability of qualified human resources in tourism sector in South Sulawesi still cannot meet the needs of tourism industry. High quality people are still small, so that human resources competence still needs to be improved.

A discussion of human resources development in tourism is needed in service of tourism activities properly and effectively and receive less attention. In some cases, it even totally ignored. This createsserious problems within tourism industry. It allows the obstruction of local communities participation in economic activities developed from the tourism development.

The Effect of community empowermenton tourism development

The regression analysis shows the effect of society empowerment on tourism development is 22%. This finding shows that society empowerment can affecton tourism development. The pattern of relationship

is positive. This means that higher community empowerment can increase the achievement of tourism development.

The important factors that need attention related to empowerment are to give authority or opportunity to create attraction and innovation about how to design, promote and communicate to wider community. South Sulawesi has many attractions are not optimally managed, among others are sea and beach, lake; natural attractions such as waterfalls, caves; flora and fauna like butterflies in Bantimurung Maros: historical heritage and diversity of art and culture.

Tourism as an industry relies heavily on human existence. The realization of tourism is the interaction of customer who do travel / tourist and society the manufacturer who offer products and travel services. Human aspect can acts as a driving force for survival of tourism industry in a country

Potential Tourism Development in South Sulawesi is consistent with opinion of James J. Spillane (1994: 63-72) in Roslina Alam (2016) that a tourism attraction or destination, should include five (5) elements below.

Attractions

Tourists usually are attracted to location because of certain distinctive characteristics below.

a) The Beauty of Nature
   The beauty of nature in South Sulawesi is superior to other provinces in Indonesia.There are 23 districts in South Sulawesi with tourism potential that can be developed for better management. Some of them are example :

   Losari Beach with a of sunset view, supported by typical culinary of Bugis-Makassar. South Sulawesi Peninsula has the beauty as Marina at Bantaeng, Bira Beach in Bulu Kumba District, Maritime traveling such as diving and fishing. Underwater scenery is very beautiful at Takabonerate in Selayar District, and a cluster of small beautiful islands in Makassar strait, Niagara Bantimurung and conservation of most butterfly species in world, also Malino and in other districts. Lake Tempe in Wajo, hot water baths in Lejja Soppeng and landscapes in Bulu Dua and in Camba and Agro travel.

b) Climate and weather.
   Climate and weather in South Sulawesi is equal to other provinces in Indonesia, a tropical climate with only two seasons, rainy season and dry season.

c) Culture.
   In South Sulawesi cultural diversity is also a tourism potential that should be developed, covering the procession of marriage customs in Bugis and Makassar, Tana Toraja Procession such as Rambu Solo, hand crafs, and religious festivals.

d) History.
   The history destination includes Fort Rotterdam and Somba Opu, Cemeteries and War Relics Museum colonization and legend as a story of common people. This history is also a tourism potential that should be developed, but generally has not been managed optimally.

e) Ethnicity-tribal nature.
South Sulawesi has three well-known ethnic groups, namely, Bugis, Makassar and Toraja. They have own characteristics.

f) Accessibility or ease of arrives at place specific.

Facility

Facilities tends to orient attractions at tourism locations. Its supportsthe tourism growth simultaneously after attractions development. It also constitute the number and types on travelers needs. Hostelry must be matched by quality and price, food, and drinks and also matched by ability to pay of tourists who visit the place, public transportation, boats, speedboats, motorcycles and bicycles.

Infrastructure

Attractions and facilities cannot be achieved easily if do not supported by adequate infrastructure. The infrastructure includes all construction under and above ground at a region or area. Vital infrastructures for tourism development in South Sulawesi are:

a) The system of irrigation / water
Water quality is indispensable. Hostelry needs 350 to 400 gallons of water per day per room.

b) Sources of electricity and energy
An important consideration is energy power available at peak hours. This is required to offer services continuously.

c) The communications network
Although many tourists want to retreat from the usual situation that full of suspense and bustle, but there are also some who are still in need of telephone services and / or telegram.

d) Sewage systems
The water requirement for waste disposal requires approximately 90% of demand. The network must be designed based on maximum peak demand or request.

e) Health Services
Health services will depend on number of guests, activities undertaken or local geographic factors. availability of health clinics, reflexology, etc.

f) The streets / highways

There are several ways to make highways more attractive to tourists:

- Providing a comprehensive view of universe.

- Making up and down way to variations in scenery.

- Developing a place with a beautiful view.

- Creating a highway with two separate directions but in accordance with state of ground.

- Choosing a tree that is not too thick so that there is still a beautiful view.

Transportation

Below are several proposals regarding transport and facilities that will serve as a guideline.

a. Detailed information on facilities, location of terminal, and local carriage services at destination should be provided for all passengers prior to departure.

b. The security system must be provided at terminal to prevent crime.

c. A standard or uniform system for traffic signs and symbols should be developed and installed in all airports.

d. The information system should provide data on other transport information services can be contacted in terminal, including schedules and fares.

e. The latest information and applicable, whether the departure schedule or arrival should be available on bulletin board, verbal or telephone.

f. Workers to assist passengers, provide precise information and show the right direction.

g. Information about the location, fares, schedules and routes and local carrier services.

h. City map should be provided for passengers. City maps are very helpful in arranging tourists journey. South Sulawesi largely lack of information source. Therefore, every hotel should provide a city map and location of tourist traffic, airport, station, every bus stop and crossroads. Leaflets, brochures, magazines and billboards are needed at every information station related to map and tourism attractions.

Hospitality

Travelers come to environment that they do not know certainty. Security is very important, especially foreign tourists. Indonesia in general and Sulawesi in particular is very popular with the hospitality. It should be supported by mastery of technology, and polite language and behavior.

CONCLUSION

1. Government support has significant and positive effect on tourism development in South Sulawesi. Greater government support will invite more tourists who visit and then expand the tourism development. Government support includes the provision of rules, equipment and facilities, activities such as national and international conferences, sporting events and art and culture performances, as well as the promotion to local and foreign countries.

2. Human resource competency has positive and significant effect on tourism development in South Sulawesi. It means better the human resource competencies will enhance the tourism development. They include: 1) the ability to create and conserve attractions, 2) the ability to communicate in multiple languages, provide the information needed, 3) keeping the courtesy, understanding the culture and ethics.

3. Community empowerment has positive and significant effects on tourism development. It means higher communities empowerment can increase tourism development in South Sulawesi, among others are provide opportunity for perpetrators of Tourism and communities around the attraction to create and promote the tourism locations.

SUGGESTION

1. Government support should be increased in tourism sector. They are the provision of facilities and infrastructure, access roads, electricity and internet, appropriate and affordable transportation, making tourism information at various strategic locations.

2. Human resource competency should be improved through training on a regular basis or through tourism school. They are local and foreign language acquisition, skillful to provide accurate information and assist travelers if needed, understand the local customs and manners to provide services.

3. Community empowerment as tourism actor should be increased to encourage independence and creativity to manage tourism, providing accommodation and souvenirs related to tourism attraction.

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