




Development Human Resources in Place Cisoka Village Tour Regency Sumedang through Empowerment

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Article Info	ABSTRACT
Name of Corresponding : Yulianah E-mail: yulianah.fachrudin@yahoo.com	Source Power humans are very important For reach objective . For produce Productive individuals are required good management and development . Development source Power man is form real empowerment . Object tour will develop If source Power the human quality . For example , Tourism Village Cisoka in Sumedang own potency but left behind Because its management less than optimal. Therefore the , Research This aim For explore and analyze empowerment source Power human resources (HR) in place Cisoka Village tourism , Regency Sumedang . Study This use method descriptive with approach qualitative For analyze and explain empowerment source Power humans in objects Cisoka Village tour . Data is collected through observation directly at the Cisoka Village location and interview with parties related like manager and supervisor of Cisoka Village . Research result show that empowerment source Power human resources (HR) in Cisoka Village , Citengah Village , District South Sumedang , via training and practice straight away , have succeed increase capacity public in manage destination tour . previous society not enough realize potency tourism in the village they now more understand and engage active in management tourist . Training management travel and practice field give necessary skills For developing Cisoka Village become destination attractive and sustainable tourism . Evaluation through questionnaire show that training This impact positive , improving knowledge and skills society , as well give contribution significant to development tourist local. Keywords: Empowerment, Human Resources, Places Tourism, Cisoka Village

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INTRODUCTION

Indonesia is famous with beauty the outdoors ordinary , covers mountains , beaches and forests stunning tropical . If beauty natural This developed with OK , got it give impact significant positive for public surroundings (Utami et al , 2022). Development sustainable tourism will create opportunity Work new , improve income local , and repair infrastructure . Apart from that , promotions effective tourism can interesting more Lots traveler domestic and international , which in turn will increase economy regional (Koesworodjati , 2017). Enhancement awareness will importance guard sustainability the environment will too appeared , pushed public For more care and participate in effort preservation nature (Vga et al , 2018)

For build awareness Indonesian people will riches nature in the area , development potentials public become very important thing . Potency communities that are explored and developed in a way regular as well as planned will give impact positive on a wide range aspect social (Nugrahaningsih & Muttaqin, 2018). When society aware will riches surrounding nature , them more Possible For involved in conservation and wise use from source Power natural the . Apart from that , the people who have good knowledge and skills can contribute more maximum in activity economy local , like tourism and agriculture sustainable (Musthofa , 2019). Development potency public this can also be done push innovation and creativity in utilise riches nature , which is the end increase quality life and prosperity society (Gautama et al , 2020).

Development source Power human resources (HR) is one required fields prioritized in effort This . Society is aspect key in development , because without participation active and conscious their , efforts development No will reach optimal results (Nandi. 2016). HR development through education , training , and improvement Skills can increase capacity individual For contribute in a way positive to development region (Tewu , 2015). For example , with exists training in the field tourism , society local can become guide competent tourism , running a homestay, or produce craft hand typical areas that have mark sell tall . enhancement HR quality is not only increase level life individual , but also encouraging growth economy local and conservation sustainable environment (\ Dwimawati et al , 2019).

For create source Power quality human resources (HR) , empowerment public is step important . Empowerment is a purposeful process For bring change positive in society , makes it possible they create more life good (Setiadi & Pradana, 2022). Through empowerment , individual in public given chance For develop required skills , knowledge and abilities For increase level life they . This includes various effort like education , training , and development programs designed skills For empowering individual for more independent and productive (Endah, 2020).

Empowerment process This No only focused on improvement ability individual , but also strengthening community in a way whole . With empowering society , we help create a supportive and collaborative environment where everyone belongs meaningful role and contribution (Putra, 2013). Empowerment the community is also encouraging participation active in development local , possible they For take influencing decisions life they . The result is an empowered society more capable face challenge , adapt with change , and take advantage existing opportunities For progress social and economic (Andayani et al , 2017).

Cisoka Village located in the middle plantation tea Margawindu , Citengah Village , District South Sumedang , about 15 km from Sumedang City . This village inhabited by around 27 heads partial family big originate from Ciwidey , South Bandung, and has long experience in manage plant tea . They invited by someone businessman For open land there. For information and needs electricity , population relying on solar panels provided by the government area in 2005. Previously , in 1992 , residents start build pinwheel generator electricity hydropower though less than optimal.

Under leadership of Regent Doni Ahmad Munir, Govt Regency Sumedang has developing Cisoka Village become destination interesting tour with about 9 places tourism , like Sapatapaan , Karuhun Village , Curug Cigorobog , Cisoka Eco Green Park, Nabawadataala , Saung Jalitri Cisoka , Cisoka Hill, Rengganis Valley, and Puncak Sokawana . this area offer various facility like pool swimming , selfie spots, rides horse riding and bicycles swans on the

lake , as well attractions other . Cisoka Village also defended it breadth as land plantation tea largest in the district Sumedang , which remains worked on by the people of Citengah Village.

Government Regency Sumedang make it a tourist village Cisoka as focus main in empowerment public in development tourist . In development tourism , its main pillar is cooperation between society , government and sectors private . Collaboration This important For push growth and development object current tour This more focused on development based public . Management object effective tourism can achieved through planning involving participatory all over community related .

Study This aim For identify contribution empowerment community in the Tourism Village Cisoka , Regency Sumedang , inside development tourist based public . The focus is understand role active society , government and sectors private in management object tourism , as well evaluate effectiveness planning participative in increase Power attractiveness and sustainability destination tour the . Benefit from study This is give deep insight for development policy more public empowerment oriented local , with objective increase economy local and experiential memorable tour in the Tourism Village Cisoka .

METHOD

Study This use approach qualitative which focuses on description and analysis . Approach qualitative involve observation , analysis , and interviews For collect the necessary data For research (Yuliana , 2022). Descriptive method used For describe and analyze results research , though No used For make more conclusions general . In context this , method This will used For describe , describe , analyze , note , and interpret incident as well as related facts with empowerment in study this (Ikbar , 2012). The location of the research was carried out at the object Cisoka Village tour in Citengah Village Subdistrict South Sumedang , Regency Sumedang , West Java. Internal data sources study This includes primary data and secondary data . Primary data is information obtained direct from trusted sources , such as informants involved direct in Object Cisoka Village Tour . This data considered accurate Because originate from clear source . On the other hand , secondary data obtained in a way No direct before study started , through studies literature or other media , for complete aspects necessary research . For data collection is carried out through interview to stakeholders, and documentation . Furthermore, the data has been collected done analysis with technique data reduction , data presentation , and withdrawal conclusion .

RESULTS AND DISCUSSION

Success development tourism is highly dependent on availability and quality source Power human resources (HR) support all activity related . HR in tourist covers various aspect , like skill in service tourism , management destination , sustainability environment , and promotion tourist . Tourism stakeholders , incl government , management tourism , community local , and sector private , own role important in build strong and sustainable HR aspects (Yuliana , 2021).

Government own not quite enough answer For create supportive policies tourism human resource development , incl funding For training and education , as well governing regulations standard professionalism in the industry tourist . Manager tour responsible answer in give training and development career for power Work local , so they own necessary skills For give experience satisfying tour . Participation active public Local is also very

important in success tourism , because they No only guard inheritance cultural and traditional , but also plays a role as a friendly host for tourists . Attitude professional from party manager tourism , which complies Applicable rules and regulations are also crucial For build reputation good tourism (Setiawan, 2016).

Importance attention Serious from government to industry neither does tourism Can missed , because supportive policies , adequate infrastructure , as well effective promotion can increase Power competitive Indonesian tourism in the global market. With ensure good quality and supportive human resources , Indonesia can develop sustainable and delivering tourism impact significant positive for economy and society local (Risyantri et al , 2024).

According to Law Number 10 of 2009, activities community in the sector tourist called perpetrator business tourism , and population local around object tour is public around . Regulation about internal human resource development tourist arranged in PP RI Number 50 of 2011 concerning Plan Main National Tourism Development Year 2010-2025. Article 28 of regulation This direct policy empowerment public through tourist with develop potential , capacity , and participation society , incl training and improvement skills (Setiawati & Aji. 2023). Regulation this also emphasizes importance increase awareness and role active public in realize draft Seven Charm , which includes friendliness , beauty nature , and wealth culture , for create climate conducive for development tourist local , sustainable . Apart from that , policy This focuses on improvement motivation and ability public For recognize and love nation through journey tourism , with hope strengthens feelings of pride and love towards Indonesia, which has an impact positive for development tourist national and strengthen identity national as well as unity between society (Lewa, 2018).

Cisoka Village , which is located in Citengah Village , District South Sumedang , Regency Sumedang , save various potency stunning tourism and yet fully utilized . Beauty nature , tradition rich culture , and location strategic make it ideal place for development tourist . However , for realize potency is required source Power reliable and capable tourism human resources (HR) . manage destination tour with professionalism and efficiency tall . Local communities , as one of the main stakeholders , need involved in a way more Serious in management destination tourism in Cisoka Village . Participation active they No only increase quality service tour but also make sure that benefit economic and social from tourist can felt in a way directly by residents local .



Figure 1 Cisoka Village is located in the middle plantation tea

In an attempt For HR development through empowerment people in Cisoka village can done through

Awareness to the Community about the potential it has

In an attempt development source Power human resources (HR) through empowerment community in Cisoka Village , step first to get it done is awareness to public about their potential have . Awareness process this is very important Because often society local No realize or value fully riches nature , culture , and opportunity the surrounding economy they .

First of all , activities socialization and education can held For inform to public about various potency tourism in Cisoka Village . For example , counseling about beauty natural local , like plantation tea , view stunning nature , as well inheritance unique culture , such as tradition local , craft hands , and culinary typical . With understand mark from source their power have , society can more motivated For involved active in effort development tourist . Apart from that , training programs and workshops can be done held For equip public with necessary skills in manage potency the . Training can covers various aspect , like management tourism , service customers , digital marketing , as well conservation environment . With own adequate skills , society can contribute more effective in create experience interesting and memorable tour for visitors .

Awareness this is a must too covers understanding about impact positive that can be obtained from development tourist . Society needs it see example concrete about How tourist can increase level life they through creation field work , improvement income , and improvements infrastructure . Success story from other communities have succeed develop tourist based public can become inspiration and motivation addition for they . Next , it's important For build awareness will importance preservation environment and culture local in development tourist . Society needs it understand that continuity tourism is highly dependent on sustainability their nature and culture have . With care and maintenance environment as well as conserve traditions and culture , society No only ensure continuity tourist but also inherited riches the to generation upcoming .

In the entire awareness process this , role government area regency Sumedang is very important . They can provide support , source power and facilities required For implementing awareness programs This . Collaboration between government , organizations and society will ensure that awareness process walk effective and achieving expected goal . With thus , through effective awareness about the potential that the people of Cisoka Village have can more motivated and ready For participate active in development tourist . This step is strong foundation For empowerment society and sustainable human resource development , which ultimately will bring benefit big for all over community .

Increase Community Ability in manage place tour through training

After public realize potency the village , steps empowerment next is increase ability they in manage place tour . Transformation ability through empowerment covers enhancement capacity individual , organization , and system mark . In context this , development capacity man done through training skills and knowledge around management village tour . Government villages and communities local must Work The same in a way synergistic For build and develop Tourism Villages Cisoka to get it interesting more Lots visitors and provide benefit economy as well as social for community .

Training provided to public must covers various aspect important in management village tourism , such as hospitality, marketing , management operations , and management finance . With so , society will own comprehensive understanding about How run and develop

destination sustainable tourism . Active role government village Citengah is very important in provide source necessary power and support For organize training programs This . They can too Work The same with institution education , NGOs, and experts tourist For give quality and relevant training .

Apart from training technically , society also needs it given knowledge about importance preservation environment and culture local . Aspect this is very important Because continuity tourism is highly dependent on sustainability nature and culture local . Training about practice friendly environment , like management waste , water conservation , and use energy renewable , yes help public manage destination tour with responsible way responsible and sustainable . Additionally , introduction to values culture and traditions unique locale will enrich experience tourists and provide mark plus for destination tour .

Activity socialization and training This aim For equip public with knowledge , skills and insight required For manage village tour in a way effective . Hopefully , after follow activity that , society will own more abilities Good in develop and promote Tourism Villages Cisoka . They will too own proficiency base in various aspect management village tourism , so capable take role active in development and development destination tour .

Apart from that , training is also possible increase trust self public in face possible challenges appear in management village tour . With adequate knowledge and skills , them will more Ready For face problem and looking for effective solution . This matter No only will increase quality management destination tourism , but also will empowering public For become perpetrator main in development village they .

In period length , increase ability public in manage place tour will bring impact significant positive for Tourism Villages Cisoka . With reliable and empowered human resources competitive , village This can develop become destination tourism that is famous and in demand by tourists , good domestic nor abroad . This is in turn will increase well-being economy public local and deliver positive contribution for development area in a way whole .

Practice and Implementation Management Place tourism in Cisoka Village

After Cisoka Village community increase ability they through various training and socialization , steps furthermore is apply knowledge and skills that have been they get through practice and implementation direct . Stage this is very important For ensure that theory that has studied can applied in a way effective in situation real . Simulation and practice direct This aim For sharpen results training and providing experience practical to public in manage place tour .

Stage practice This can started with simulation management tours that include all aspect operational , start from reception tourists , provision information , management facilities , up to handling complaint visitors . In simulation this , society will shared become a number of each team is responsible answer on tasks certain . For example , there is team on duty as guide tourism , the team that manages cleanliness and comfort facilities , as well managing team sale tickets and merchandise. With so , every member public can feel direct How operate role they in management tour .

During practice this is important For provide guidance and supervision from experts or an experienced mentor in field tourist . They can give constructive input , corrections and suggestions For help public overcome their obstacles facing . Feedback from these mentors is invaluable Because can give more insight deep about practice best in management tour .

Additionally , evaluate periodically is also necessary For evaluate progress and effectiveness practices carried out , as well For identify areas that are still need repaired .

Implementation activity management place Tours in Cisoka Village are also a must involve traveler as participant in simulation the . With involve tourists , community can Study face more situations realistic and understanding need as well as hope visitors . Interaction direct with traveler This will give experience valuable for public in give satisfactory service . Apart from that , through feedback from tourists , community can know which aspects are necessary improved For give experience more tourism Good .

Practice and implementation this is also a chance for public For build good cooperation and coordination between fellow member community . Management place effective tourism need Work solid team and smooth communication . Through practice this , society can Study Work together , mutually support , and overcome challenge together . This matter No only will strengthen capacity management tourism , but also strengthen bond social among village residents .

With apply knowledge and skills through practice directly , the people of Cisoka Village will become more ready and believe self in manage destination tour they . Experience practical This will complete training that has been they accept and help they become manager professional and competent tours . In the end , good practice and implementation will contribute in a way significant to development of Tourist Villages Cisoka as destination attractive and sustainable tourism , providing benefit economic and social for all over community .

Do evaluation to results training and Practice

After carry out stage practice and implementation , steps important next is do evaluation to results training and practice the . Stage evaluation This aim For evaluate effectiveness training that has been given and for understand the extent of knowledge and skills acquired has applied in a way real by society in manage place tour . One of effective method For do evaluation is with give questionnaire to participant training . Questionnaire This will covers designed questions For get bait come back from participant about various aspect training and practice , such as relevance material training , quality delivery , suitability method practice , as well perceived benefits in management tour .

Through questionnaire here , participants training can give response in a way honest and detailed about experience they during follow training and practice . Bait return obtained from questionnaire will give clear picture about strengths and weaknesses from existing training programs held . This matter possible organizer training For identify areas of need repaired and improved in the future . Additionally , evaluate this will too help measure impact training to enhancement insight and ability public in manage place tour . If results evaluation show exists This is a significant improvement will become indicator that training program hassucceed and deliver benefit real for public . On the other hand , if found exists disadvantages, organizer can take steps corrective For improve training programs in the future come , so objective empowerment public can achieved with more Good .

CONCLUSION

Empowerment source Power Human Resources (HR) is key main in development tourism in Cisoka Village , Citengah Village , District South Sumedang . Good management and improvement capacity public local can help optimizing potency this village tour .

Government Regency Sumedang has focus attention to the development of Cisoka Village become a tourist village , with facility like pool swimming , selfie spot, rides horse riding , and others . Success initiative This really depends on the quality of capable human resources manage and develop destination tour the . Therefore that , society local need given training and improvement relevant skills with management tourist . Empowerment process started with awareness public about potency village them , continued with training management village tour , and ends with practice direct For apply knowledge that has been obtained . Evaluation to results training and practice done with give questionnaire to participant For get bait return is used For improve training programs in the future . With involve public in a way active and giving comprehensive training , Cisoka Village can develop become destination interesting tour , providing benefit economic and social for community local , as well contribute to development tourist area .

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