



AN EMPIRICAL STUDY OF TOURISM HUMAN RESOURCES MANAGEMENT AROUND JOLOTUNDO UMBUL BATHROOM KLATEN

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ABSTRACT

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This research aims to study the impact of human resource management on improving the community's economy around the umbul jolotundo baths. This research used qualitative research methods to find out the sources of data related to the management of Human Resources at the Jolotundo Umbul Baths, namely through interviews with the managers of the Umbul Baths, the Tourism Office and the surrounding community and were 6 informants related to the management of the baths. The condition of human resources at the Jolotundo Umbul Baths is considered to be lacking, especially in the tourism sector, so that tourism human resource management is needed to improve the economy of the community around the Jolotundo Umbul Baths.

Keywords: Tourism; Economics; Development

INTRODUCTION

The development of the tourism sector is of course closely related to increasing the social welfare of a region and becomes part of the development itself. In the development of social welfare, problems of inequality and poverty are often encountered as the main problems (Solikatur and Masrurroh, 2014). Even though development itself has the goal of creating justice and equity.

Geographically, Klaten Regency is located between 110°30'-110°45' East Longitude and 7°30'-7°45' South Latitude. The total area of Klaten Regency is 655.56 km². In the east it is bordered by Sukoharjo Regency. In the south it is bordered by Gunungkidul Regency (Special Region of Yogyakarta). In the west it is bordered by Sleman Regency (Special Region of Yogyakarta) and Magelang Regency and in the north it is bordered by Boyolali Regency. Klaten Regency is divided into 26 districts. Klaten has potential for the tourism sector because Klaten district has a lot of tours, such as nature tourism, pennant tours, historical tours, and many other tours. Umbul or springs are water that comes out of the ground by itself to the ground surface (Sutrisno, 2004). Water that comes from the



ground is almost not affected by the season and the quality and quantity of water is still the same as when it was in the ground.

Klaten has enormous pennant tourism potential. Klaten has 206 springs spread across several districts. Of the 206 springs, 5% of them are dead or there is no water due to lack of maintenance. The 206 springs or pennant are used for agriculture, fisheries, PDAM, drinking water for residents, and tourism.

The large number of tours has become a tourist attraction and can become the identity of Klaten Regency. One of them is that the umbul is the identity of the Klaten district as the city of the pennant to be differentiator and competitive with other regions. This can make the public's view of Klaten better, so that it can increase tourism through good promotions and give a good image to Klaten.

One of the public bathing that is currently being developed is the Umbul Jolotundo Bath. Umbul Jolotundo Baths is an object of tourist attraction located in Jatinom, Klaten Regency. Umbul Jolotundo Baths have a long history since the discovery of a spring until it can develop as it is today. The Umbul Jolotundo Baths used to be baths for the gods and people from the Surakarta Palace to meditate and purify themselves. Previously, there were a lot of inscriptions in the bathhouse, but many local people stole some of the stone inscriptions for collection or sale. But now there are only a few stone inscriptions from ancient times next to a large banyan tree that is hundreds of years old. Inside the bathing pool there are fish that are deliberately allowed to live in the baths such as koi fish, spa fish, and others.

The condition of the surrounding community has not focused on pursuing potential in the field of tourism because many people work outside of tourism such as farmers, factory workers, etc. Based on the initial survey conducted at Umbul Jolotundo Baths, researchers found various things that could not be maximized, such as examples of people who are less aware of the tourism sector because they think that Umbul Jolotundo Baths are only tourism located in the village area, then there is still a lack of utilization of the potential of Umbul Jolotundo Baths as a tourist attraction. tourist attraction to improve the economy of the surrounding community, so that human resource management is needed to improve services in the tourism sector with the hope that the community will be able to take opportunities in the tourism sector to improve the economy.

This study aims to determine community management as human resources at Umbul Jolotundo Baths and the impact of human resource management on improving the economy of the surrounding community.

LITERATURE REVIEW

Touris

Tourism is a recreational activity or vacation to a place or region that aims to find an atmosphere of entertainment and also have fun as a way to entertain oneself after work. Definition of Tourism according to Law no. 10 of 2009 namely various kinds of tourism activities supported by various facilities and services provided by the community, businessmen, government and local governments.

According to Spillane (1982), tourism is an activity of traveling with the aim of obtaining enjoyment, seeking satisfaction, knowing something, improving health, carrying out tasks, pilgrimages and others.

HR Management

According to (Hasibuan, 2010) Human Resource Management is the science and art of managing relationships and the role of the workforce so that it is effective and efficient in helping the realization of company and employee goals.

According to (Bohlander and Snell, 2010) human resource management is a science that studies how to empower employees in companies, create jobs, work groups, develop employees who have abilities, identify an approach to be able to develop employee performance and reward them for their efforts and work.

There are 2 groups of human resource management functions, the first is a managerial function which includes the functions of planning, organizing, directing and controlling. Second, organizational functions include labor procurement, development, remuneration, integration, maintenance and termination of employment (Rivai and All, 2013)

Tourism HR Development

In tourism activities there are demands for standardization of the quality of tourism products and services. Highly demanded in the global travel market are rare and unique products of high quality. The increasing number of eco-tourists in the international tourist market can be used as an indication of this phenomenon. To respond to this trend, each tourist destination is required to be able to improve the quality of human resources, because it is actually the quality of human resources that is believed to directly determine the quality of tourism products and services. This means that improving the quality of human resources is one of the keys to winning an increasingly competitive global competition. The prerequisite for this is a tourism education and training system that supports, drafts and implements tourism workforce competency standards.

The sustainability of Indonesia's current impressive tourism industry growth is threatened by the bureaucratic incompetence of an increasingly decentralized government. An outstanding bureaucracy that is responsible for handling tourism at the local level will not be able to meet the high standards of the tourism industry set at the international level, unless the human resources within the local bureaucracy are qualitatively proven to meet international market demands. Local governments should improve tourism policy-making by increasing tourism-related bureaucracy (Kusworo and Damanik, 2002).

METHOD

The research method used in this study is a qualitative research method to obtain the necessary data and facts related to the objectives and titles taken. The selected research location was Umbul Jolotundo Baths located in Jambeyan Village, Jatinom District, Klaten Regency. Researchers focused on raising human resource management and improving the community's economy around the Umbul Jolotundo Baths. The informants/participants used in this study were 6 informants related to the management of the baths.

RESULTS AND DISCUSSION

Profile of Umbul Jolotundo Baths

Umbul Jolotundo Baths are baths with a spring that emerges from underground. Historically, this Jolotundo pennant bath was a bath for gods and people from the Surakarta Palace to meditate and purify themselves. Previously, this bathhouse had a lot of inscriptions, but many people stole some of the stone inscriptions for collection or sale. But now there are only a few stone inscriptions from ancient times next to a large banyan tree that is hundreds of years old. Inside the bathing pool there are fish that are deliberately allowed to live in the baths such as koi fish, spa fish, etc.

According to Mrs. Sri, the Umbul Jolotundo Baths became a tourist attraction in 1970, the baths underwent several repairs and renovations for tourist facilities such as changing rooms, prayer rooms, toilets, canteens and parking lots. Umbul Jolotundo Baths have cold and fresh water, there are 3 pools, each of which has a different depth.

This bathhouse also has a large banyan tree that gives a calm and cool impression. In 1997, Mrs. Sri managed the bath. Previously, Mrs. Sri's biological mother managed it until it was finally passed on to Mrs. Sri. Currently, the Umbul Jolotundo Baths are managed by the Klaten Regency Government, but in collaboration with the heir to the inventor of the baths, namely Ibu Sri.

Currently the Umbul Jolotundo baths are fully managed by the government of the Klaten Regency Tourism Office starting from January 1 2022. For the workforce it is still enforced by the private sector and the surrounding community, it's just that management is taken over by the government but for human resources the surrounding community is still involved inside the Umbul Jolotundo baths.

SWOT analysis

The SWOT analysis strategy means that the Umbul Jolotundo bathing tour has strengths, weaknesses, opportunities and threats that need to be considered in order to facilitate and support the factors for developing tourist attractions that have been carried out by the Umbul Jolotundo bathing tourism manager. The strengths, weaknesses, opportunities and threats to the Umbul Jolotundo bathing tour in Klaten Regency are as follows:

Table 1. SWOT Analyze

FAKTOR INTERNAL	<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> The community is capable if given directions in accordance with the recommendations given by the Klaten Regency Government The people around are very friendly and like to work together Managers are able to coordinate employees according to their work 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> The community does not contribute enough to the Umbul Jolotundo baths The community still prioritizes agriculture and animal husbandry and puts aside the additional economy in the tourism sector Lack of awareness of tourism The human resources of the surrounding community are considered to be inadequate
FAKTOR EKSTERNAL	<p style="text-align: center;">Opportunity</p> <ol style="list-style-type: none"> Develop the potential of human resources in the field of tourism Improving the community's economy by contributing to the Umbul Jolotundo baths Participate in using the Umbul Jolotundo bath by way of UMKM at the Umbul Jolotundo bath 	<p style="text-align: center;">SO</p> <ol style="list-style-type: none"> Utilizing the human resources that are owned to the fullest Improving service quality Taking steps to take advantage of the advantages that the Umbul Jolotundo bath has <p style="text-align: center;">WO</p> <ol style="list-style-type: none"> Provide education about tourism in order to advance tourism human resources for the community around the baths Maintain cleanliness and arrangement of the place because it has attractions that not every place has Submitting assistance to the government and cooperation for facility improvement and development
<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> Competitors develop and innovate Community human resources towards tourism will experience a stuck There is no change in increasing the community's economy 	<p style="text-align: center;">ST</p> <ol style="list-style-type: none"> With attractions that not all places have, you have to make the most of them. Making the Umbul Jolotundo bathing tour the main attraction of Klaten Regency 	<p style="text-align: center;">WT</p> <ol style="list-style-type: none"> Study competitors and create differentiating innovations to stand out in the tourism market Improving tourism human resources and making management to achieve long-term goals

Strengths

The community is capable if given directions in accordance with the recommendations given by the Klaten Regency Government. The people around are very friendly and like to work together. Managers are able to coordinate employees according to their work

Weaknesses

The community does not contribute enough to the Umbul Jolotundo baths. The community still prioritizes agriculture and animal husbandry and puts aside the additional economy in the tourism sector. Lack of awareness of tourism. The human resources of the surrounding community are considered to be inadequate

Opportunity/ Chance

Develop the potential of human resources in the field of tourism. Improving the community's economy by contributing to the Umbul Jolotundo baths. Participate in using the Umbul Jolotundo bath by way of UMKM at the Umbul Jolotundo bath

Threats

Competitors develop and innovate. Community human resources towards tourism will experience a stuck. There is no change in increasing the community's economy.

Community Management as Human Resources at Umbul Jolotundo Baths

Umbul Jolotundo Baths are managed by the Government and private managers, both parties agree to jointly develop Jolotundo Umbul Baths to be better than before. The Klaten Regency Government acts as a provider of education as well as a provider of funds for the construction or development process carried out at the Umbul Jolotundo Baths as a tourist attraction object in Klaten Regency. Meanwhile, the private sector is responsible for tourism activities at the Umbul Jolotundo Baths, such as ticket counters, canteens, pool guards and guarding the parking lot at the baths.

For the management of human resources at Umbul Jolotundo Baths, it is considered that they are still not aware of the tourism sector, the surrounding community still prioritizes economic results in the agricultural sector such as farming and livestock raising. So it is necessary to provide education to be aware of tourism at Umbul Jolotundo Baths to increase the economic income of the surrounding community. In HR management there are management activities such as planning, organizing, directing and controlling, as stated by (Rivai and All, 2013)

Planning that can be applied to the Umbul Jolotundo baths through the results obtained is by developing human resources around the Umbul Jolotundo baths so that the community is involved in the tourism sector to advance their area to become a leading attraction for tourists and bring in many tourists to increase the economic income of the surrounding community by how to sell UMKM and provide innovation at Umbul Jolotundo baths to attract more visitors.

Organizing can make it easier for managers to develop tourist attractions more efficiently and effectively, so that the management of the Umbul Jolotundo baths becomes more structured. The Umbul Jolotundo Baths have not implemented an organization so that it has not made the Umbul Jolotundo baths effective in organizing.

Guidance on the Umbul Jolotundo baths plays an important role because the directions made by the Klaten Regency government, especially the Disbudporapar to develop tourist attractions are needed so that the Umbul Jolotundo baths continue to exist as time goes on. Directing tourism human resources for the most important community so that the community contributes to facilitating the way to develop a tourist attraction, if the community has ideas or ideas that can attract tourists with their uniqueness and characteristics they can increase economic income for the community itself and the impact is felt not only by the manager but the surrounding community also feels the impact of the contribution of Tourism HR to the Umbul Jolotundo bathing community.

Optimal control if planning, organizing and directing the Umbul Jolotundo baths is considered capable, then control will be even easier to run a healthy management organization for example during a pandemic because during a pandemic tourists experience restrictions on visiting and going through health protocols according to recommendations from government.

Improvement can occur if the surrounding community at the Umbul Jolotundo bath is able to experience quality and ability improvements so that they become even better than before which have been described in the journal (Sodogoron, 2018). This capability can be developed through increasing tourism human resources by standardizing quality and tourism services to the community around the Umbul Jolotundo baths. Improving the quality of human resources is one of the keys to win the increasingly competitive

competition. For this reason tourism training and education that supports the program is to support quality tourism human resources. The Klaten Regency Government must improve tourism policy making by increasing tourism human resources as explained in the journal according to (Kusworo and Damanik, 2002)

The Impact of HR Management on Improving the Community's Economy Around the Umbul Jolotundo Baths

The impact of tourism plays a very important role, especially at Umbul Jolotundo Baths which have characteristics that can attract many tourists to come to visit. Therefore, the management of human resources in the community around the Umbul Jolotundo baths must be evenly distributed in order to improve the community's economy. Currently the Indonesian government is returning revenue through tourism after more or less 2 years of being stopped due to the impact of the pandemic from the Corona virus or Covid-19 which resulted in a decline in the Indonesian economy.

After the pandemic passed, many tourist attractions were reopened, such as the Umbul Jolotundo bath, which is now back to life as before, the manager of the Umbul Jolotundo bath must immediately provide innovation and steps that must be taken to increase tourists coming to visit the Umbul Jolotundo bath.

The Klaten Regency Government and the management of the baths must immediately move quickly in educating about the economic impact in the field of tourism, especially for the Umbul Jolotundo baths to participate and contribute by selling UMKM and developing the Umbul Jolotundo baths so that they are more attractive for tourists to visit. If the community contributes, the impact received by the community, namely the Umbul Jolotundo baths will become increasingly known to the general public and are curious to visit it, then improve the economy of the surrounding community if many tourists come to visit and can promote tourism in Klaten Regency.

The impact of the increasing economy is not only felt by the government and managers, but the community is also affected because the community is participating in contributing to advancing the Umbul Jolotundo baths as a leading tourist attraction in Klaten Regency which has a history that visitors can tell. Good management of tourism human resources can certainly change the community's economy for the better and can improve welfare for the community, because the economy is very influential for the community to fulfill all their needs (Safri, 2018).

For this reason, it is necessary to manage tourism human resources in the community to improve the economy by improving service quality, adding insight in the field of tourism, as well as tourism businesses that can improve the community's economy and increase people's income (RI Law No. 9 of 1990 concerning tourism).

The location of Klaten Regency is very strategic and the potentials it has are very high and no less interesting than cities around Klaten Regency such as Yogyakarta City, Surakarta City and Boyolali Regency which have previously become cities of choice for recreation and vacations for tourists, because Klaten Regency has its own characteristics among the three cities. Klaten Regency is famous for its many pennant which is the main attraction for tourists. Therefore, the management of tourism human resources must be immediately given to the people of Klaten Regency, especially the people around the Umbul Jolotundo baths. The more developed tourism human resources, the economic impact received will also increase, if it can run well the surrounding community will also be more prosperous and feel helped by tourism.

CONCLUSION

Umbul Jolotundo Bathing Tourism, Klaten Regency has made efforts to develop tourist attractions by carrying out activities related to the factors of developing a tourist attraction, such as human resources who have served tourists when visiting, but the human resources of the people around the baths are still considered to be less responsive to in the field of tourism so that education is still needed to increase knowledge or insight into tourism, especially to improve the economy of the surrounding community.

The management of the Umbul Jolotundo Bathing tour is managed privately and by the government. So that the tourist attraction of Umbul Jolotundo Baths, Klaten Regency, which is managed by the private sector and the government, carries out activities such as planning, organizing, moving and monitoring. The government acts as a provider of education, direction, control and as a donor of funds for the construction of the necessary facilities at the Umbul Jolotundo bath so that tourists feel more comfortable and guaranteed security, while private managers play the role of executors or actors of tourism activities such as receiving guests or visiting tourists. in charge of guarding the entrance ticket counter, guarding the bathing pool if there are visitors who experience an incident while swimming, selling in the canteen and guarding the parking lot for tourists who come. Private managers also participate in caring for and maintaining the cleanliness of the Umbul Jolotundo baths so that they remain sustainable and beautiful.

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