

Exploration of human resources and tourism potential through POKDARWIS in pioneering a tourism village in Gemawang Village, Ngadirojo Sub-District, Wonogiri District

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Abstract: Tourism village pilot through the formation of POKDARWIS is an initiative that aims to develop tourism villages as attractive tourism destinations. This research aims to explore the potential of human and tourism resources through POKDARWIS activities in an effort to pioneer a Tourism Village in Gemawang Village, Ngadirojo Sub-district, Wonogiri Regency. This research uses descriptive qualitative. Data collection techniques with direct observation and interviews in a structured manner and literature study. The results showed that Gemawang Village has natural and cultural potential that can be developed into an attractive tourist destination. However, this potential has not been fully utilised due to the limited understanding of the community about their tourism potential. Through POKDARWIS activities, the community of Gemawang Village learnt to manage tourism potential sustainably and build close cooperation among residents to improve the attractiveness and quality of tourism services. This research provides new insights into the important role of human resources in local tourism development as well as the benefits of collaboration between the government, community, and other related parties in advancing the tourism sector at the village level.

Keywords: exploration, human resources, tourism potential, POKDARWIS

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Introduction

The idea of developing a village to become a tourism village requires the support of all elements of society. This is also done by some people in Gemawang Village, Ngadirojo Subdistrict, Wonogiri Regency, who work together with academics in the formation of a tourism awareness group (POKDARWIS) as a community forum in exploring tourism potential and efforts to develop the village into a tourism village. The extraordinary natural potential and diverse cultures that exist have not yet been touched into an amazing potential and can be enjoyed by tourists (Ratwianingsih et al., 2021). This is due to the low level of human resources and the lack of support from investors as well as the village, sub-district and district governments. The extraordinary potential of Gemawang Village, including the existence of Goa Maria Sendang Klayu Jlegong as one of the religious tourism, Jumok waterfall, Watu Lumbung hill, Reog and Jathilan arts, dance arts, various local culinary, agro-tourism to the village clean agenda with various local wisdoms, has not been able to be optimised so that the potential has not been able to make a real contribution to the development of tourism villages. Exploring the tourism potential of a village towards the pioneering of a tourism village requires support and official institutions as a forum for sustainable development. Community empowerment as a human resource in the pioneering of a tourist village is absolutely necessary. The main programmes and activities in this community empowerment is to prepare human resources as the main actors where one of the activities of strengthening human resources through the institution of human resources managing tourism potential or better known as tourism awareness groups (POKDARWIS) (Sutrisno & Achmad, 2021). Regular human resource training and development is a key component of formal

human resource development (Tayco, 2022). The success of a tourism village depends on how the community utilises the potential of the village with the principles of sustainable tourism (Putra et al., 2021). Tourist attraction is the main element in tourism, often the main reason tourists travel. All things that have uniqueness, beauty, and value, including the diversity of natural wealth, culture, and human works, become the destination of tourists (Hillary, 2020).

Based on previous research, namely Tourism Village Development through Socialisation of Tourism Awareness Group Formation (POKDARWIS) (Abdurrahman et al., 2021), where the empowerment programme aims to re-pioneer lake tourism, but the development of infrastructure is still very limited. Whereas in this research, in addition to exploring human resources and tourism potential as a whole, it also prioritises the synergy of the community, village government and between tourism actors in the POKDARWIS forum. The purpose of the formation of POKDARWIS is as a government partner in increasing public awareness in the field of tourism, improving human resources, encouraging the realisation of *Sapta Pesona* (security, order, beauty, coolness, cleanliness, hospitality and memories) improve the quality of tourist products in order to improve competitiveness and restore tourism as a whole, so that in the future tourism awareness groups are expected to be able to manage and participate in community empowerment (Novengging, 2021). In addition, an analysis of tourism village pioneering efforts through the formation of Tourism Awareness Groups (POKDARWIS) was carried out on the optimal management of tourism resources. Exploring tourism resources through POKDARWIS is in accordance with the pattern of tourism village pioneering that is directed, integrated and sustainable. Tourism awareness groups are formed because of public awareness of the tourism potential in their village (Purnawati, 2021).

POKDARWIS is a self-help and self-initiated organisation in the village, which in its social activities plays an important role and seeks to increase the understanding, role and participation of the community in community-based tourism development (Suprina, R., Pasaribu, P., Rachmatullah, 2020). Challenges in policy, funding, and human resources are barriers to community-engaged tourism, affecting residents' participation in the development of their engaged tourism sector (Mai et al., 2023). Similarly, it was also revealed that the most basic effort in realising a tourism-aware community is to form a Tourism Awareness Group (Hanana et al., 2017). On the other hand, POKDARWIS is an institution at the community level, which has concerns and responsibilities and acts as a driving force in supporting the creation of a conducive climate for the growth of tourism and the realisation of *Sapta Pesona* (safe, orderly, clean, cool, beautiful, friendly, and memorable) (Nadiasari & Nurhadi, 2019). As such, many destinations are trying to provide more eco-friendly activities and infrastructure for travellers to reduce the negative impact of tourism on the environment (Aminifar et al., 2023). The synergy of tourism village development programmes between tourism awareness groups, community leaders, youth group involvement and village government facilitation is a requirement for sustainable development (Suharta & Kusumawardani, 2016). The pattern of POKDARWIS formation as the formation of an institution is very important, because it is a forum for the community to manage and regulate the functions of implementing tourism activities so that a regular, clear, and strong mechanism is realised (Fatchurrohman, 2018). The development of the tourism sector in Wonogiri Regency involves elements of society that work together with the government and the private sector to implement and support tourism development. Therefore, tourism development must pay attention to the position, potential and role of the community both as subjects or actors and beneficiaries of development, because community support also determines the long-term success of sustainable tourism development (Yatmaja, 2019). In addition, the development of the tourism sector also contributes to improving the skills and qualifications of the local population, creating new opportunities for training and employment in tourism (Dosekeev, 2023). With the current growth and value of the tourism sector, it seems reasonable to encourage the sector to be actively involved and even become a key driver in efforts to overcome poverty and inequality (Giampiccoli, 2020).

Methodology

In this research, the method used is qualitative descriptive in identifying and describing facts, symptoms and conditions that refer to exploring human resources for tourism potential and the attractiveness of local wisdom products. Then accurately analysed based on facts or phenom-

ena that occur in the field (Umam & Atho'illah, 2021). The data collection technique is through three ways, namely the first through direct observation activities in the field by collecting data carried out by directly observing objects that become the scope of research in order to obtain information and data related to the situation of Gemawang Village, Ngadirojo District, Wonogiri Regency. The second is through direct interviews conducted in depth with 1 person from Gemawang village officials as well as the activator of tourism awareness, 1 community leader and 2 tourism actors. A focus group discussion was then held to discuss and plan the initial steps in developing a tourism village by forming a Tourism Awareness Group (POKDARWIS). Focus Group Discussion (FGD) activities were held to gather perspectives and inputs from various parties related to the development of Gemawang village. The event involved representatives from 12 hamlets, community leaders, and tourism actors who provided insights on tourism potential. The discussion aimed to harmonise plans and initiatives in accordance with the vision of sustainable village development, resulting in a comprehensive action plan to advance Gemawang village. In this discussion forum, opinions or inputs were shared in order to better introduce and the need to form a tourism awareness group (POKDARWIS) as a forum for the community in exploring and developing resources, both human resources and sources of natural tourism potential around Gemawang village to be more organised and well-structured so as to be able to contribute to the pioneering of a tourist village. Community participation can be realised through the formation of a Tourism Awareness Group (POKDARWIS). POKDARWIS functions as a driving force and facilitator in developing tourism villages. The success of tourism village development can be seen from the effective role of POKDARWIS in the area (Salsabila & Puspitasari, 2023). Thus, the existence of POKDARWIS in an area can encourage the development, development, and progress of tourism and provide benefits for the welfare of the people in the area (Habiburrahman et al., 2022). While the third way is by reviewing literature review, namely data collection activities obtained from previous research and other supporting data related to the object of research. By applying literature review in scientific research, it is expected that quality research results can be achieved. It can be concluded that literature review has a very important role because it becomes the foundation and strengthens the ideas of a researcher (Ridwan et al., 2021).

Results and Discussions

Results

The realisation of a village into a tourist village that has potential tourism resources requires the support of all elements in the community itself. One of them is by exploring human resources and natural resources through the formation of POKDARWIS in pioneering to become a tourism village that is sustainable and sustainable. Forms of improving the quality of human resources and natural resources through partnership cooperation between tourism actors, communities and related stakeholders (Yohanes Martono Widagdo, 2022). The process is carried out through the development of human resources and natural potential, partnerships, government activities in the village and promotion. From the results of the research, obtained through stages, including;

1. Development of Human Resources and Natural Potential

From the results of direct observations and interviews in the field with community leaders and tourism actors as well as the results of discussions through Focus Group Discussions, it turns out that starting with exploring human resources can result in optimal utilisation of pre-existing potentials. From what was originally only implemented as it is, but after in-depth exploration, there began to grow awareness of the existing potential to be developed more, and encourage the community to play an active role. On the other hand, the community's economy began to be lifted with local wisdom products that were packaged according to local talents in the tourism sector.

2. Partnership

Through the formation of POKDARWIS, it is the starting point for partnerships, both between tourism actors, village government authorities, academics and the community itself. This is evidenced by the existence of several academic activities, both real work lectures and community service activities in the village that provide innovations for village

development, including the exploration of tourism potential, the use of environmentally friendly technology and the establishment of cooperation with tourism actors and investors from outside the region and the village government.

3. Village Government Activities

The formation of POKDARWIS, initiated by one of the village officials, has brought about a change in the climate between the village government and the community. This is evident, with the village government's openness to transparency and full support for activities related to exploring the village's potential and licensing. transparency and full support for activities related to exploring the potential of the village and its licensing.

4. Promotion

In the implementation of the realisation of this tourism village, the community through the POKDARWIS, is increasingly open and supportive of all activities that lead to the improvement of the economic system through the improvement of human resources, including community involvement in utilising social media to promote products produced as well as cooperation with travel agents and the tourism industry towards increasing the tourism potential of the village. Including the participation of village youth in exploring the potential of local wisdom products, be it culinary, cultural or economic improvement through the realisation of sustainable tourism industry cooperation.

Discussions

The preparation scheme for the realisation of a tourist village through the formation of POKDARWIS is an appropriate and measurable step, because the existence of POKDARWIS is able to become a forum in every activity oriented towards community synergy towards the sustainable utilisation of village potential and sustainability in improving the economy of the surrounding community. Therefore, village development requires planning that is systematic, directed, integrated, comprehensive, and responsive to change by mapping the potential of the village as a tourist village pilot (Nugroho, 2020). The development implementation mechanism starts from the development of human resources and natural potential by exploring through the mobilisation of village potential. To understand destination governance, Longjit and Pearce (2013) divide it into three parts: objectives, activities, and organisational structure. Objectives are the goals or targets that an organisation within a governance group aims to achieve, and are usually outlined in the form of goals for a specific period. Activities include the undertakings, programmes, or activities that are carried out to achieve the goals of the destination governance organisation. Tourism governance organisations focus on encouraging economic benefits for communities from tourism activities as well as the preservation of resources that are tourist attractions (Noor & Zulfiani, 2021). The following is a scheme for implementing the realisation of a tourism village through the formation of a tourism group with concrete steps contained in the table of the realisation of the application of tourism village development :

Table 1. Realisation of the application of tourism village development and implementation

Aspects of Development	Activities	Implementation
Human Resource Development	Training & Education	Improving access to education and training for village communities
	Skill Development	Focus on developing skills appropriate to the tourism industry
	Talent Development Programme	Identify and support local talent that can be applied in the tourism sector
	Environmental Awareness	Campaign for environmental awareness, promote sustainability in tourism
Partnership	Cooperation with the Private Sector	Build partnerships with local companies for investment and support
	Cooperation with Higher Education	Collaboration with universities for tourism research and development
	Community Network	Build a strong community network to

Government activities in the village	Strategic Planning	support tourism village development Plan the development of tourism villages through the preparation of a clear strategic plan
	Tourism Fund Management	Ensure transparency and accountability in the management of tourism revenue
	Licensing and Regulation	Simplify the licensing process for infrastructure development and tourism businesses
Promotion	Online Marketing	Utilise social media and websites to promote tourism villages globally
	Events and Festivals	Organise regular events and festivals to attract tourists and increase visits
	Cooperation with Tourism	Cooperation with travel agents and tourism industry to promote the destination

(Source: Results of research data processing of Gemawang village, Wonogiri Regency, 2023)

Indicators of human resource development include the number of trainings held, the types of skills taught, and the relevance of training to local needs as well as the level of community participation in activities related to environmental conservation. Indicators of partnerships include the number of partnerships established with the private sector and the type of cooperation undertaken, such as training, investment, or funding. Indicators of partnerships include the number of partnerships established with universities and the forms of cooperation, such as research, community service, and technology transfer, as well as the level of participation of local communities in tourism village development programmes, such as the number of community members involved and the active roles they take. Indicators of village governance activities include the existence and quality of tourism village strategic planning documents, including vision, mission, goals, and action plans. The level of transparency in the management of tourism funds, including the publication of financial reports and audits. The existence of an easily accessible and transparent licensing system for businesses in the tourism sector. Meanwhile, promotion indicators include the existence and quality of tourism village websites as well as activeness on social media (Facebook, Instagram, Twitter). The number of events and festivals held annually in the tourism village. Number and type of collaborations with travel agents, tour operators, and online booking platforms.

The processed data above shows how important the formation of POKDARWIS is as a place for the development of a village towards an independent tourist village, supported by all elements in the community itself. Through sharing discussions or meetings between communities, such as Focus Group Discussion (FGD) activities, as a forum for democratic discussion in the active participation of the community for the progress of the village. Focus Group Discussion (FGD) activity in the framework of POKDARWIS formation in Gemawang Village, Wonogiri Regency can be seen in Figure 1 and Figure 2.



(Source: Persona Data, 2023)

Figure 1. Focus Group Discussion (FGD) activity in the framework of POKDARWIS formation in Gemawang Village, Wonogiri Regency



(Source : Persona Data, 2023)

Figure 2. The active role of elements in the community in Gemawang Village, Wonogiri Regency in the realisation of a tourism village through the formation of POKDARWIS

The implementation of village development into a tourism village pilot through this POKDARWIS platform means that the village has understood its local needs and potential and has taken concrete actions to optimise available resources. It also reflects the importance of inclusion, local community participation, and cultural and environmental preservation in tourism village development efforts. This includes the support of village funds to be able to attract efforts to explore tourism potential, maintain tourism objects and involve community participation to increase added value to the economic activities that take place (Setiawan et al., 2018). Integrated and sustainable implementation of this human resource development and natural tourism potential can help villages grow and develop well, providing significant economic, social, and environmental benefits to local communities and the surrounding region. Overall, the essence is to create a sustainable tourism ecosystem that has a positive impact on all stakeholders.

Conclusions

Based on the results of the research and the description of the discussion, several conclusions can be drawn, among others: The establishment of POKDARWIS is an important step in advancing a village into a sustainable tourism destination. It demonstrates awareness of the tourism potential in the village and a determination to develop it. The formation of POKDARWIS helps to drive the local economy by increasing employment and business opportunities in the

village. POKDARWIS members can organise and manage various tourism activities, such as the provision of accommodation, food, handicrafts, and other services.

In addition, the development aspect of the four components, namely, human resource development, partnerships, village governance activities and promotion through POKDARWIS is a holistic and sustainable approach to village development. It takes into account human resource development, collaboration with various parties, efficient management, and strong promotion. With this approach, villages can optimise their natural and human tourism potential, create positive economic, environmental and cultural impacts, and benefit the entire local community.

Thus, the pioneering of tourism villages through POKDARWIS is an important step in exploring the potential of villages as sustainable tourism destinations, utilising existing human and natural resources, and empowering local communities. It can create a huge positive impact beyond economic development, also on environmental conservation, while promoting local culture and heritage.

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