Improving the Management of the Mountain Payung Tourism Area, Facing Post Pandemic Situation

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ABSTRACT

Purpose: Coronavirus has caused almost all businesses to experience a slump, including tourism and other related businesses, the policy of limiting activities and closing public facilities has resulted in the visit rate dropping drastically to zero, this makes the tourism sector seem dead, and has a domino effect on other businesses. However, along with the current declining number of transmission rates in Indonesia, it must be responded to as a new opportunity. This study tries to provide suggestions in order to prepare the human resources contained in the management of tourism object management to be prepared to welcome the explosion of visitors, so that they can provide excellent service and create a competitive advantage.

Design/methodology/approach: In this study we used a descriptive qualitative approach which tried to conduct interviews with related parties such as village heads, Perhutani and local residents whose areas were affected by the impact of Covid 19 by focusing on the mountain Payung ecotourism area in Magelang, Central Java, and the results of this study are proposals, especially in preparing human resources to be more optimal in managing tourist attractions.

Findings: From the results of the study, it is known that some infrastructures are not maintained and tend to be neglected due to the lack of a workforce that manages these tourist attractions coupled with budget constraints, because so far they have only relied on assistance from the central government, therefore collaboration from each element is needed which is then supported by formulation of sustainable business processes so as to create independence so that they do not only depend on the government in managing tourist attractions.

Research limitations/implications: The locus of this research is only limited to the results of observations made at Mount Payung Magelang

Practical implications: the results of this study can be used as a reference to develop human resources in managing tourism areas optimally

Originality/value: This paper is original.

Paper type: Research paper


Received : December 22\textsuperscript{nd}
Revised : January 18\textsuperscript{th}
Published : January 31\textsuperscript{th}

I. INTRODUCTION

Currently, every country is trying its best to reduce the spread of the covid 19 virus, this has resulted in public facilities being closed because it is related to crowd interaction (Sedon et al., 2021), the spread of this outbreak seems to be beyond prediction, so proper adjustments are needed and fast in decision making (Abdullah & Nawi, 2021), but now the situation is starting to get a little under control, where the trend of the spread of the epidemic tends to fall, especially in Indonesia so there is a need to anticipate the phenomenon of tourism revenge where people who are used to staying at home will move out to go to tourist attractions so that the surge in visitors seems inevitable, therefore this is must be anticipated so that when visitors come to tourist attractions they do not feel disappointed, the manager must also be smart in managing the potential in the area so that it gives a good impression with excellent service so that visitors will return to this tourist spot.
be implemented, the tourist area can create a competitive advantage so that it can win the competition and is better when compared to similar tourist areas (Soebroto, 2021) (Ahmad & Muharram, 2018), with the role of human resources also being the main thing that needs to be focused on making this happen (Anggraini et al., 2021)

If a tourist area is managed by quality resources and well managed, it will have an effect on increasing the economy and the welfare of the surrounding community, this can be seen as in research (Harsono & Fajarianto, 2020) which states that the people of the Thousand Islands can improve the welfare of their income with the management of micro, small and medium enterprises in an optimal area on the Thousand Islands, North Jakarta. From several previous studies, it can be seen that there is a need for improvement and optimization of management by first trying to make observations as a reflection of oneself and then trying to find the best strategy in order to create a competitive advantage from an appropriate tour and provide excellent service to tourists.

II. METHODOLOGY

The researcher uses a descriptive qualitative approach in which the researcher conducts field observations to find out the phenomena that exist in the twin hills, Gunung Umbrella tourism areas and then adds a literacy study, then the data from the observations are processed again using the SWOT approach as a real reflection of the condition of the area as well as a proposed improvement. for the twin hills tourism area, Gunung Umbrella in an effort to create continuous improvement.

III. DISCUSSION

The twin hills tourism area is in the Gunung Umbrella area, Magelang district, approximately forty-five minutes drive from the center of the city of Mangelang, at first this area was a Perhutani area with pine forest vegetation in it, then over time there was development of the area by involving the government local area and community members in the area so that the initiative emerged to declare the area a tourist area.

Figure 1 The entrance to the twin hills tourist area

This area features cool air, attractive views with beautiful sunrise views and the use of land potential with the concept of preserving the environment.

A. Barriers to management during a pandemic

The existence of a pandemic resulted in this tourist area having to be closed, resulting in losses from these tourist attractions, until in the end there was no visiting activity which ultimately resulted in losses such as facilities that were not maintained and a domino effect on other business sectors such as restaurants, lodging, souvenirs, and the industrial sector. other related. This is proven when researchers conduct field observations where many damaged facilities are found and this area seems to be abandoned without any effort to manage it, moreover there is a sense of dependence on assistance from the government, giving rise to the mindset that if
there is no assistance then the tourist area will not be able to travel, will be opened or difficult to carry out operational activities.

Figure 2. Discussion with the head of the onion village, combat district, magelang

B. SWOT analysis in the Mount Umbrella tourism area

The approach in the context of self-introspection of the tourist area, The following are the results of the SWOT analysis found in the Gunung Umbrella tourist area.

1. Strength
   1. This area has a beautiful panorama that similar tourist areas don't have
   2. The culture of citizens who help each other
   3. There is a government program on tourism supporting Borobudur
   4. Residents’ plantation products that can still be used as regional superior products

2. Weakness
   1. There is dependency on government assistance
   2. No assistance from related parties
   3. Lack of support from youth groups
   4. There was a miscommunication that occurred during the management of the tourist area

3. Opportunity
   1. Cooperating with the private sector and the community in land management
   2. Conduct training on management and optimal
   3. Conduct vigorous promotion by utilizing social media
   4. Land use around tourist attractions

4. Threat
   1. The surrounding tourist area is getting more advanced
   2. There is a conflict of interest between managers
   3. The state of the pandemic that is still unclear at the end
   4. Resistance from local residents

IV. SUGGESTION

In an effort to improve the performance of the twin hills tourism area, there are several inputs that can be done, such as the need for an assistance program to the community in which every individual associated with the management of tourism areas can learn more starting from how to manage the area, provide services and take advantage of technology. in terms of promotion in the forum, every element involved is also free to be able to provide suggestions and input related to the program to be carried out so that it creates a sense of belonging which can minimize the emergence of miss communication which can occur so that the planned program will run according to plan.

Then there is assistance from the government in terms of policy making, preparation of supporting infrastructure by involving the private sector and academia, so it is hoped that the results of this collaboration will be able to realize appropriate programs and have broad effects. For example, it can be seen from the Svarga
Bumi tourist area which is in the Magelang area, in which they try to integrate several elements such as the government, the community, academics and the private sector in managing the area, so that the name Svarga Bumi can be famous and bring the name of the area's.

Figure 3. Front view of the tourist area of svargabumi, Magelang

V. CONCLUSION

The current state of the pandemic forces every element to work hard to think of a way out and it also takes speed and an integrated system from every element involved to jointly advance the area by providing excellent service to visitors who come by managing tourist attractions in accordance with the new language in dealing with the post-pandemic situation, then from the results of field observations it was also found that currently this tourist area only depends on funds provided by the government, so if government funds are stuck or stopped, the area is overwhelmed and makes it seem as if the place is not well maintained. Therefore, the government and related parties need to sit together in search of a common solution, so that in the future the community and manager will not only rely on government assistance, because they have the results of managing their land and do not depend solely on the income generated from the processing of tourist areas.

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