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EFFORTS TO IMPROVE HUMAN RESOURCES IN THE TOURISM SECTOR IN YOGYAKARTA CITY TO SUPPORT QUALITY TOURISM

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Abstract:

Human resources management in the tourism sector is a key factor in increasing the attractiveness and sustainability of the tourism sector, especially in Yogyakarta City. This study aims to identify the potential that arises from the existence of human resources in tourist attractions, examine the obstacles faced by the government and managers in encouraging local community participation, and explore the efforts made to improve the quality and quantity of human resources in the tourism sector.

In this study, the author used a qualitative method with data obtained through field research. This field research was conducted in three main stages, namely observation, interviews, and documentation. Observations were conducted to directly observe the interactions and activities that take place in the environment of Yogyakarta City, interviews were used to explore in- depth information from respondents related to the research topic, and documentation includes secondary data collection in the form of photographs, archives, or recordings that support the research.

The results of the study show that there are three important findings based on the formulation of the problem that the author examines. First, well-managed tourism can produce quality human resources and improve the creative economy, employment opportunities, increase regional income, and preserve the surrounding culture. Second, the participation of human resources is hampered by several things including the lack of incentives, distrust of government initiatives, and unclear human resources management roles. Thirdly, in an effort to strengthen the competitiveness of the workforce and improve the welfare of the community, the government consistently provides training in MSME empowerment, public service innovation, and digital transformation.

Keywords: Efforts to Improve Human Resources, Tourism Sector, Quality Tourism

INTRODUCTION

Human resources play an important role in the development of tourism areas. Tourism human resources include tourists, tourism workers, entrepreneurs, experts, professionals, government agencies, and local communities. Each of these groups contributes to tourism activities, service quality, destination management, and tourist satisfaction. Human resources are therefore an important factor in supporting the sustainability and competitiveness of the tourism sector (Rony Ika Setiawan, 2016:23).

Tourism development in several regions still faces challenges, particularly in the development and participation of human resources. Limited government involvement, low participation of investors and local communities, and insufficient cooperation among tourism stakeholders can hinder the development of tourism areas. Although governments and tourism managers have implemented tourism packages, destination promotion, and human resource



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development programs, some tourism destinations remain underdeveloped because of limited human resource support. Therefore, cooperation between government, tourism managers, businesses, and local communities is needed to develop tourism more effectively (Rony Ika Setiawan, 2016:24).

Tourism has significant potential to support regional economic development. Increasing tourist arrivals create demand for accommodation, transportation, culinary products, handicrafts, and other tourism services. These activities can create employment opportunities, increase local income, and improve community welfare. Tourism can also stimulate other sectors, including agriculture, trade, and the creative industry, thereby contributing to regional economic growth (mpar.upi.edu).

One region with significant tourism potential is Yogyakarta. Yogyakarta is widely known for its natural beauty, cultural heritage, historical attractions, culinary tourism, and local communities. Popular destinations include Taman Sari, Malioboro, the Vredeborg Museum, Yogyakarta Palace, Beringharjo Market, and Alun-Alun Kidul, while areas such as Gunungkidul, Kulon Progo, and Bantul also offer diverse tourism attractions. The growth of social media has further increased the popularity of attractive and Instagrammable destinations, attracting both domestic and international tourists and encouraging some visitors to stay longer in Yogyakarta.

Despite its strong tourism potential, Yogyakarta still faces challenges in developing the quality of its human resources. Lack of skills and knowledge, low levels of formal education, and limited awareness of the importance of quality service can reduce the competitiveness of the tourism sector. According to Soekadijo (2015), human resource development is a key factor in improving the quality of tourism because competent human resources are able to provide better services and increase the competitiveness of destinations. Efforts have therefore been made to improve tourism human resources in Yogyakarta. For example, Radar Yogyakarta reported that 100 participants from various stakeholders attended tourism training in Bantul on April 18–19, 2023, to support the improvement of the tourism industry (ASITA, 2023:18).

The development of tourism human resources is also related to education, training, professional certification, foreign-language skills, customer service, communication, and digital competencies. Local communities can be empowered to participate as tour guides, accommodation managers, entrepreneurs, and providers of tourism products. The use of digital technologies such as e-learning, big data, and smart tourism, together with cooperation between the public and private sectors, can further improve the quality and competitiveness of tourism human resources. In addition, quality tourism should provide satisfaction and meaningful experiences for tourists while supporting environmental sustainability, cultural preservation, and local community welfare. Strategies such as reducing carbon emissions, protecting local culture and natural resources, developing the creative economy, and implementing green, blue, and circular tourism can support sustainable tourism development.

The importance of human resources becomes increasingly evident from the growing number of tourists visiting Yogyakarta. Based on data from the Central Statistics Agency (BPS), Yogyakarta City recorded 7,589,582 tourist visits in 2023, including 309,674 foreign tourists. From January to July 2024, 22,588,531 domestic tourist trips were recorded, representing a 19% increase compared with the same period in the previous year. The increasing number of tourists demonstrates Yogyakarta's strong attractiveness as a tourism destination. However, this growth must be supported by qualified and competent human resources to ensure optimal services and maintain the quality and sustainability of tourism in Yogyakarta (yogyakarta.badanpusatstatistika.go.id).



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Based on the above background, there is a need to examine the potential and role of human resources in supporting tourism development in Yogyakarta, as well as the obstacles that limit local community participation and the efforts undertaken by the government and tourism managers to improve human resource quality. Therefore, this study addresses the following research questions:

- 1) What potential can arise from the presence of human resources in tourist areas in Yogyakarta?
- 2) What obstacles are faced by the government and tourism managers in encouraging local communities to participate in tourism management?
- 3) What efforts have been made by the government and tourism managers to improve the quality and quantity of tourism human resources?

Accordingly, this research aims to identify the potential arising from human resources in tourism areas in Yogyakarta, examine the obstacles faced by the government and tourism managers in encouraging local community participation, and analyze the efforts made to improve the quality and quantity of human resource management in Yogyakarta's tourism sector.

METHODS

This research, which uses a qualitative approach, aims to map the characteristics of the potential human resources for tourism in Yogyakarta City. Based on the actual situation collected from primary and secondary data at the research site, this study attempts to map tourism potential and provide a more comprehensive picture of the factors that support it. with informants at the research locus being the main data source in the research.

RESULT AND DISCUSSION

Potential Which Can arise From Presence Source Power Man in Yogyakarta City Tourism Places. Yogyakarta City has abundant human resources, as evidenced by its high number of undergraduate graduates. As of mid-2024, 95,910 residents of Yogyakarta City had completed higher education. According to data from the Directorate General of Population and Civil Registration (Dukcapil), the total population of Yogyakarta City reached 415,020 in 2024. However, only 23.11% of that number had completed higher education as of June 2024. 0.71% of residents had completed D1 and D2 education, while 0.71% had completed D2 and D3 degrees. D3 graduates reached 4.65%. Meanwhile, the population who completed S1 education amount to 15.67%, S2 as much as 1.86%, And S3 as big as 0.219% (Databoks, 2024). Further information regarding the percentage of the population with educational attainment as of June 2024 can be seen in the following table.

Table 1. Data on Education Levels in Yogyakarta City

Data Name	Mark
JUNIOR HIGH SCHOOL	11.93
SENIOR HIGH SCHOOL	29.22
S3	0.22
S2	1.86
S1	15.67
D3	4.65



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D1 and D2	0.71
Not yet graduated from elementary school	9.77

Based on report from Mojok.co (2023) and data displayed by Jogjakartour.com (2024), the Special Region of Yogyakarta has around 10 to 11 institutions education higher education institutions that organize study programs in the field of tourism . Institutions the consists of from various form, start from college state universities , colleges tall private sector , up to school vocational and academy . Of the total said, around four institutions including in category college high , while the other five is school vocational and educationally focused academies applied in the field tourism . Existence institutions education This show that Yogyakarta has infrastructure adequate education in print source Power skilled and professional people in the sector tourism. Support this formal education play a role important in improvement quality power Work as well as support growth sector tourist in a way sustainable in the region (Mojok.co , 2023; Jogjakartour.com, 2024).

In 2024, the Human Development Index (HDI) in Yogyakarta City reached 89.10. This figure is the best in Indonesia and surpasses the national average of 79.02. The HDI is measured using three aspects. First, life expectancy, which indicates the health condition of Yogyakarta City residents. Second, the average length of schooling, which reached 12.12 years, and the expected length of schooling, which reached 17.66 years. Third, per capita expenditure, which is already quite high in Yogyakarta City (HarianJogja , 2024).

Yogyakarta City's Human Development Index (HDI) ranks highest in Indonesia, demonstrating the superior quality of its human resources. This is reflected in the presence of 25 tourist villages, born from creative and innovative ideas, exploring and developing the potential and uniqueness of each region. These tourist villages are expected to be a tangible manifestation of the spirit of togetherness and the rich cultural heritage of the community. Going forward, solid collaboration between the government, residents, businesses, academics, and communities is expected to continue to foster competitive and sustainable tourism village development. (Yogyakarta City Tourism Office, 2024)

The primary element that shapes the overall success of Yogyakarta tourism is human resources. This element is the most dominant and decisive factor, as the competence and service provided to tourists are determined by tourism operators. While not everyone in Yogyakarta is a tourism operator, the majority of the population is. Very friendly. They are happy to serve and provide a unique experience for tourists. The hospitality of Yogyakarta's local residents is evident even to international tourists (Jogjakartour).

With the existence of human resources support Therefore, quality and comfortable tourism has been created which can be visited in the city of Yogyakarta, several popular and well-managed tourist attractions. as well as get support of several parties such as Yogyakarta city government, Yogyakarta City Tourism Office and even direct support from the local community.

Where through several tourist destinations that can be visited, among others, the Yogyakarta Palace was founded by Sri Sultan Hamengkubuwana I in 1755 as a new palace that emerged after the split of Islamic Mataram due to the Giyanti Agreement. This palace is the result of the separation of the Surakarta Hadiningrat Palace, which was previously part of the Islamic Mataram Surakarta (Surakarta Kingdom). With this split, the Mataram Dynasty then continued through two kingdoms, namely the Yogyakarta Sultanate and the Surakarta Kasunanan. Overall, the area of the Yogyakarta Palace reaches 144 hectares, covering the entire area within the Baluwarti Fortress, Alun-Alun Lor,



Alun-Alun Kidul, Gapura Gladak, and the Yogyakarta Grand Mosque complex. Meanwhile, the area of the palace core or kedhaton itself reaches 13 hectares. In addition to being the Sultan's residence, part of the Yogyakarta Palace area is also open to the public as a tourist destination, which is managed under the Kawedanan Radya Kartiyasa (Kratonjogja.id).

Supported by human resources such as civil servants who are tasked with running the wheels of government in the palace, Abdi Dalem Punakawan come from ordinary people, Abdi Dalem Swabekti come from regional employees such as TNI, teachers, retired civil servants, several district or agency Which become a placement destination Abdi Dalem, such as tour guides, soldiers, and Continued with Taman Sari which is part of the Yogyakarta Palace, Taman Sari means beautiful garden. This park is only a ten-minute walk from the Sultan's palace to the southwest. It was built by Sultan Hamengku Buwono I in 1757. He created a new architectural style that was a mix of Javanese and Portuguese styles. Initially, Taman Sari was a beautiful and charming water garden (Yogyakarta Regional Cultural Service, 2012).

However now Tama Sari switch function become destination tour in the city of Yogyakarta which is the main destination when tourists visit In Yogyakarta, the government also plays a role in the preservation and management of Taman Sari Yogyakarta, including renovations, limiting visits, implementing health protocols, and providing training and preparing tour guides to help visitors understand the history and culture of the park (OSCMedcom , 2022). Ninety percent of Tamansari Village residents are part of the artisan community. batik, this community fights to maintain the beauty and the cultural value of batik art that has been passed down for centuries (Taman Sari Batik Painting Association, 2019).

Through an interview with Mr. Suryanto, the manager of Taman Sari, who has extensive experience and a deep understanding of the dynamics of managing this tourist destination, the results are expected to contribute to the analysis of this final project, which discusses the development of human resource potential in the local tourism sector.

"According to Mr. Suryanto, the manager of the Taman Sari Yogyakarta tourist area, human resource development is a crucial aspect in maintaining the sustainability and quality of tourism services. He explained that the strategies implemented include training local tour guides, improving foreign language skills, and empowering the community in managing MSMEs based on local potential such as batik crafts, traditional foods, and souvenirs typical of Taman Sari. These training activities are carried out routinely with support from the Yogyakarta Special Region Tourism Office, local universities, and professional training institutions. The main challenge faced is the community's readiness to accept change and the ability to adapt to technological developments and the needs of modern tourists. However, with a socio-cultural approach and continuous development, the community is starting to show high enthusiasm. The tangible results of these efforts are seen in the increase in the number of certified local guides who are able to explain the history of Taman Sari in various languages, as well as the development of local MSMEs that are able to compete in the national and even international markets. He hopes that in the future the local community will not only be supporters of tourism activities, but also become key actors in managing and developing cultural tourism potential independently and sustainably." (Interview with Mr. Suryanto (Guide), July 17, 2025, 10:15 WIB).

Thus, the existence of qualified human resources is proven by the facts and data above , which is also supported by managed tourism which can produce human resource potential in tourism areas.

- 1) Development Economy Creative
- 2) Opportunity Field Work



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- 3) Improvement Income Area
- 4) Preservation Culture And Wisdom Local
- 5) Innovation And Digitalization Tourist

What obstacles are encountered by the government and Manager In Business Develop Interest Public Around To Want to Participate As Organizer Human Resources Available On - Site Yogyakarta Regional Tourism. An important component in the development of a nation is human resource management. However, governments and managers face a number of obstacles when trying to encourage communities to become human resource managers. Following are some of the main obstacles that are often faced.

Public awareness of their role in human resource (HR) management is still relatively low. This is because many individuals still do not understand the importance of their involvement in the HR development process. man, Good in sector formal and informal. Awareness This is a key factor in creating a skilled workforce productive and competitive. One of the reasons for this low awareness is the lack of outreach and education regarding the importance of human resources as a key asset in economic and social development. The public often assumes that human resource management is the responsibility of the government. government or companies, without understanding that they also have a crucial role in improving their own capacity and competence. Furthermore, limited access to education and training is a major obstacle to increasing public understanding and participation in human resource management (Sedarmayanti , 2018).

Without clear and adequate incentives, both financial and non-financial, people tend to be reluctant to participate in human resource (HR) development. Incentives act as a key motivating factor that can increase individual motivation to participate in various HR development programs, both in the public and private sectors (Desler , 2020).

Public trust in government-run programs is a crucial factor in determining their level of participation in human resource (HR) management. A study conducted by Transparency International (2021) shows that if something program considered No When governance is not transparent, effective, or well-managed, communities tend to be reluctant to actively participate. This trust serves as a foundation for community involvement in various development initiatives, including efforts to improve workforce skills and empower local economies (Transparency International, 2021).

Many communities lack a clear understanding of what is expected of them in managing and developing human resources (HR). This lack of clarity is a major barrier preventing active community involvement in HR management processes. Without a clear understanding of their responsibilities, roles, and the benefits they will receive, communities tend to be reluctant or hesitant to participate (Robbins , Judge , 2019).

Thus, although human resource management (HRM) is an important part of nation building, managers and governments face a number of challenges when trying to promote community involvement. Their participation is hampered primarily by low public awareness, lack of incentives, distrust of government initiatives, and unclear human resource management roles. Better socialization, provision of adequate incentives, transparency in program implementation, And instructions Which clear about role And task community in human resource management, all of which are needed to increase participation.

Efforts Made by the Government and Management to Improve the Quality and Quantity of Human Resource Management. The Yogyakarta City Government is committed to improving the quality of human resources in the tourism sector through various strategic programs. This effort is carried out by focusing on improving the quality and quantity of tourism in the city, both in terms



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of service, economics, and public policy. One of the main steps implemented is the provision of various training programs for tourism industry players, including tour guides, culinary entrepreneurs, and tourist destination managers (Ahmad, Hakim, Mustari, & Fatmawati, 2024). Furthermore, the government also provides support in the form of community economic empowerment, such as mentoring micro, small, and medium enterprises (MSMEs) in the tourism sector so they can adapt to industry developments and thus, these programs aim not only to improve the competency of the tourism workforce but also to encourage sustainable local economic growth. Apart from training and economic empowerment, innovation in public services, particularly in the health sector, is also a focus of policy. in support industry tourist in Yogyakarta. Government has develop various service health Which More responsive and accessible to tourists, such as tourism clinics and digital-based health information systems (Sentanu , Yustiari , & S AP, 2024). This step aims to ensure that visiting tourists receive adequate health insurance, thereby increasing their sense of security and comfort during their stay in Yogyakarta. Based on these various initiatives, efforts to improve human resources in tourism can be classified into several main aspects, namely:

Empowerment economy and MSMEs. Empowering micro, small, and medium enterprises (MSMEs) in Yogyakarta plays a crucial role in improving community welfare and regional economic growth. The Yogyakarta City Government supports MSMEs through access to capital. entrepreneurship training, as well as business mentoring. In The government has been working on the MSME Welfare Program through Digitalization of Coaching in the " Sibakul Jogja" Program in Yogyakarta through MSME welfare (Amaria & Ulinnuha, 2023). Strategic programs such as low-interest loans, business grants, and digital management and marketing training aim to increase Power competition MSMEs in the market that competitive (Wuryandani & Meilani, 2013). With comprehensive empowerment, MSMEs expected grow independent, creating jobs and strengthening the creative economy and tourism. The success of this sector has also contributed to improving human resources, as reflected in the Human Development Index (HDI) of Yogyakarta City (Media Harian Jogja Digital, 2024).

Head of the Regional Development Planning Agency (Bappeda) The Mayor of Yogyakarta, Agus Tri Haryono, stated that one measure of the success of human resource development in Yogyakarta City can be seen from the continuously increasing Human Development Index (HDI). In 2024, Yogyakarta City's HDI reached 89.10, making it the highest in Indonesia and surpassing the national average of 79.02. This achievement demonstrates that government policies to empower the community's economy, including strengthening the MSME sector, have contributed significantly to improving the quality of life for residents. In addition, capital and training, digitalization And marketing technology-based Also become focus main in empowerment MSMEs in Yogyakarta.

Digital transformation enables businesses to reach a wider market through e-commerce, social media, and various online marketing platforms. The Yogyakarta City Government, along with the private sector, continues to strive to create a digital ecosystem that supports MSMEs, such as a digitalization program for traditional businesses. and provision access to the marketplace local And nationally. With this combination of strategies, empowering MSMEs in Yogyakarta not only contributes to regional economic growth, but also strengthens national economic competitiveness and creates a more inclusive environment for sustainable human resource development (Media Harian Jogja Digital, 2024).

Agus Tri Haryono explained that the Human Development Index (HDI) in Yogyakarta City is measured through three main aspects. First, life expectancy, which reflects the health condition of the community. Second, the level of education, measured by the average length of schooling, which has reached 12.12 years, and the expected length of schooling, which is 17.66 years. Third, the level



of economic prosperity, as seen from per capita expenditure, which is considered quite high and even exceeds the set target. Although the HDI achievement in Yogyakarta City has exceeded the national target, the government remains committed to improving services to the community, particularly in poverty alleviation efforts through educational assistance programs (Jogja Digital Daily Media, 2024).

E- Management Career Yogyakarta Superior. E-Management Program is an initiative of the Yogyakarta City Government to manage human resources effectively. modern and integrated. Through platform digital, program This system makes it easier for workers and job seekers to access information on job opportunities, skills training, and career development. In addition to increasing workforce competitiveness, this system helps local companies find employees. that aligns with industry needs, thereby increasing recruitment efficiency and strengthening the regional economy. As an initial step in implementation, the Yogyakarta City Human Resources Development Agency (BKPSDM) held a Kick Start event. Off with KASN at the Khas Tugu Hotel, marking a commitment to developing a more effective talent management system (Personnel and Human Resources Development Agency, 2024).

The inauguration ceremony of the Yogyakarta City Government's talent management system was opened by the Acting Mayor and Regional Secretary, and attended by KASN, heads of regional apparatus, and academics who support the strengthening of this policy. This program targets the implementation of more effective talent management, particularly for State Civil Apparatus (ASN). In addition to serving as a job matching platform, E-Management Career Jogja Unggul also supports improving workforce competency through training and certification in collaboration with academia and industry. With this digital system, the public can access training flexibly, both online and offline. This program is expected to increase quality source Power man, reduce unemployment, and strengthen the competitiveness of the workforce in Yogyakarta (Personnel and Human Resources Development Agency, 2024).

Socialization and training. Socialization and training play a crucial role in improving the quality of human resources in Yogyakarta's tourism sector (Sugeha & Nurmandi, 2021). The Yogyakarta City Government actively conducts outreach programs to introduce the concept of sustainable tourism and improve the quality of tourism services. These activities target tourism businesses, tour guides, and the local community, with support from academics and industry practitioners to broaden understanding of tourism sector trends and challenges. Intensive outreach is expected to raise public awareness of maintaining tourist attractions and strengthen Yogyakarta's global competitiveness (Media Harian Jogja Digital, 2024).

Apart from socialization, training for the community is an aspect crucial in realizing professional and sustainable tourism management. Melati, in her research, stated that the Yogyakarta City Government regularly holds training for tourism destination managers, culinary business owners, souvenir craftsmen, and other business actors (Melati, 2017). The training materials include tourism management. business, marketing digital, service excellent, to ecotourism. One of the flagship programs is certification training for tour guides to improve the standard of tourist service. With this training, communities are expected to be able to manage the tourism sector professionally while preserving culture and the environment.

Community skills development is also supported through technology-based capacity building and innovation. The government has adopted an e- learning platform. and webinars to allow more participants flexible access to training. Collaboration with the private sector and educational institutions enriches learning methods with simulations and case studies. Furthermore, post-training mentoring is provided to ensure optimal application of the knowledge gained. With



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these initiatives, it is hoped that the people of Yogyakarta will be better prepared to face changes in the tourism industry, increasing regional competitiveness, and and strengthening the tourism sector as the main driver of the local economy (Media Harian Jogja Digital, 2024).

House Program Generation Superior (RPG). The Yogyakarta City Government continues to innovate in improving the quality of human resources (HR) to support the tourism sector, one of which is through improving health services (Yogyakarta City Health Office, 2025; Saharuddin, 2017). Saharuddin in study state that the optimal health of workers in this sector is a crucial factor in providing quality services to tourists. Various innovations have been implemented, such as strengthening health facilities, increasing access to medical services, and disease prevention programs for the community and workers in the tourism industry (Saharuddin, 2017). With human resources that... healthy and productive, the quality of tourism services in Yogyakarta can continue to improve, so that it can compete at the national and global levels.

As part of its long-term efforts, the Yogyakarta City Government has established the 2025-2045 Regional Long-Term Development Plan (RPJPD) with a vision of building a superior, advanced, and sustainable city based on culture and unique values. This excellence encompasses the health, education, and social sectors, oriented towards increasing the competitiveness of human resources. With a strategy that emphasizes collaboration between the government, academics, and industry players, human resource development is expected to be increasingly qualified and able to support the sustainable growth of the tourism sector (Yogyakarta City Health Office, 2025).

The Yogyakarta City Government and stakeholders in the tourism sector have implemented various strategic methods in an effort to create superior and competitive human resources. Development source Power man aim to improve the professionalism of public services according to standards national (Personnel and Human Resources Development Agency, 2024), while also strengthening the competitive advantage of Yogyakarta City at the national and international levels (Yogyakarta City Health Office, 2025). In addition, Human resource development also plays a role in easing the burden of community consumption, so that families can focus more on increasing their economic capacity (Media Harian Jogja Digital, 2024).

To delve deeper into human resource development efforts in the culture-based tourism sector, particularly in the Taman Sari tourist area, the author conducted interviews with the management as a form of qualitative data collection. These interviews aimed to obtain information on strategies, programs, and challenges faced in developing local human resources that play a role in supporting the sustainability of this cultural tourism destination. Taman Sari, as one of the historical tourism icons in Yogyakarta City, has great potential to empower the surrounding community through their active involvement in tourism activities.

CONCLUSION

Based on the discussion in Chapter III above, the following conclusions can be drawn: With the existence of sources human resources that competent, proven by the facts - the data above is also supported by managed tourism which can produce the potential of human resources in tourism areas to produce the following things, including :

- 1) Development Economy Creative
- 2) Opportunity Field Work
- 3) Improvement Income Area
- 4) Preservation Culture And Wisdom Local
- 5) Innovation And Digitalization Tourist



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Human resource management (HRM) is an important part of national development, stakeholders in this case the government, the private sector and other related parties face a number of challenges when trying to promote community involvement. Their participation is hampered mainly by low public awareness, lack of incentives, distrust of government initiatives, And role management source Power man which is unclear. Better socialization, providing incentives adequate resources, transparency in program implementation, and clear instructions regarding the roles and responsibilities of the community in human resource management are all necessary to increase participation.

The Yogyakarta City Government continues to be committed to improving the quality of human resources in the tourism sector through various strategic programs, such as training, MSME empowerment, public service innovation, and digital transformation. Programs such as E-Management Career Jogja is Superior And House Program Superior Generation (RPGU) aim strengthen power competition power employment and improving community welfare. With the support of collaboration-based policies and digitalization, human resource development in Yogyakarta is expected to improve in quality, support regional economic growth, and strengthen Yogyakarta's position as a leading tourist destination at the national and global levels.

Develop community-based education programs to increase knowledge about the creative economy and digitalization by raising awareness of the importance of community involvement in tourism management.

Increase community involvement in government programs by offering more attractive incentives and by clarify role And not quite enough answer public in managing the tourism industry.

Motivating MSMEs to use e-commerce and digital platforms to increase their competitiveness to create an integrated information system to help workers in the tourism industry get health services, business mentoring, and training.

Collaborate with businesses and academic institutions to develop training programs tailored to industry needs. This will increase the participation of large companies in driving regional development by providing market access and guidance to micro, small, and medium-sized enterprises.

By incorporating technological advances in cultural tourism promotion, such as the use of augmented reality (AR) in historical tourism, it can help culture-based tourism management and local wisdom to remain relevant to global tourism trends.

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