
Tourism Management By Lecturers As A Function Of Management Roles To Achieve Sustainable Tourism

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Abstract Tourism provides many economic benefits from its development, and there is no doubt that Indonesia has advantages in the form of high potential in terms of tourism resources. Several obstacles that arise in the process of developing Sustainable Tourism include: First, regarding the use of existing resources based on sustainable principles. Second, the concept of sustainable tourism development can be applied and run parallel to other ongoing development processes. Third, regarding ways to change the perceptions, attitudes and motivations of stakeholders in accordance with new directions and criteria for tourism development. The relationship between Management Functions, Lecturer Functions, and Sustainable Tourism explains that the 5 Management functions (Planning); Organizing; Motivating/Directing; Supervising; Controlling; Assessment/Evaluating) are the basis for implementation The function of a lecturer is also the task of the Tri Dharma of Higher Education (Research and Community Service) which can run systematically and continuously with the aim of realizing Sustainable Tourism through Government Policy and support from the community and various related elements.

Keywords Lecturer, Management, Sustainable Tourism

INTRODUCTION

Tourism provides many economic benefits from its development, and there is no doubt that Indonesia has advantages in the form of high potential in terms of tourism resources. The concept of Sustainable Tourism still experiences obstacles in its development process. Several obstacles that arise in the process of developing Sustainable Tourism are described through the following questions, including: First, "How are existing resources used based on sustainable principles?" Without in-depth knowledge about tourism resources, it is difficult to determine the potential of cultural and natural resources as support for tourism, market potential, and the quality of human resources needed to plan and carry out development. Second, "How can the concept of sustainable tourism development be applied and run parallel to other ongoing development processes". The introduction strategy will of course always require evaluation of the existing development process. Development will meet the word success or failure, determined by planning with careful and precise systems and strategies that follow a clear orientation with related development steps. Third, "How to change the perceptions, attitudes and motivation of stakeholders in accordance with new directions and criteria for tourism development." This really requires special knowledge to achieve high sales value in tourism products.

Various important limitations include capital and human resources, local governments cannot solve various crucial problems only through the euphoria of autonomy. An important

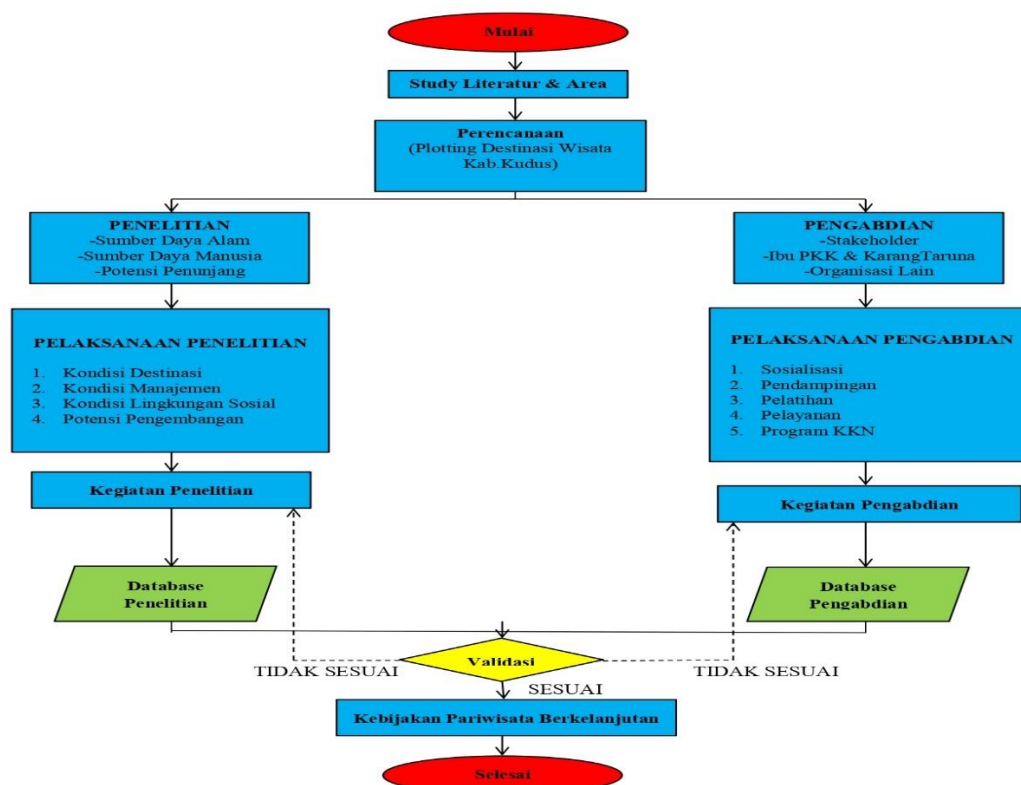
obstacle is the reasonable exploitation of natural resources (including tourism resources), which is promoted only to finance short-term development programs. Another main obstacle is limitations in terms of funding. To restore its original mass tourism goals, the government needs to work hard to raise funds from various levels of tourism entrepreneurs who are trying to survive with the decline in the number of tourists in their post-mass tourism destinations. On the other hand, the development of new destinations in several regions also requires large funds to be able to meet various existing requirements and criteria. If all costs are calculated in investment, then product prices will tend to be too expensive and will only be affordable by certain exclusive consumers.

On the other hand, we have resources in the form of teaching staff who also have duties and responsibilities to educate, research and serve. This task is carried out by the lecturer teaching staff. The role of academics and teaching staff, in this case lecturers who have this task, is expected to be able to provide solutions or problem solving to phenomena or problems that arise in the community environment.

Based on the background above, the author is interested in conducting research with the title "Tourism Management by Lecturers as a Management Role Function to Achieve Sustainable Tourism".

METHOD

Figure 1. Flow Diagram



Preparation phase

The preparation stage is the stage for planning all research activities so that the implementation of the research can run well, be structured and comply with the procedures and regulations set by the government. The preparation stages include: literature and area studies, plotting tourist destinations (selection of potential tourist destination points). The flow diagram of the preparation stages can be seen in Figure 2.

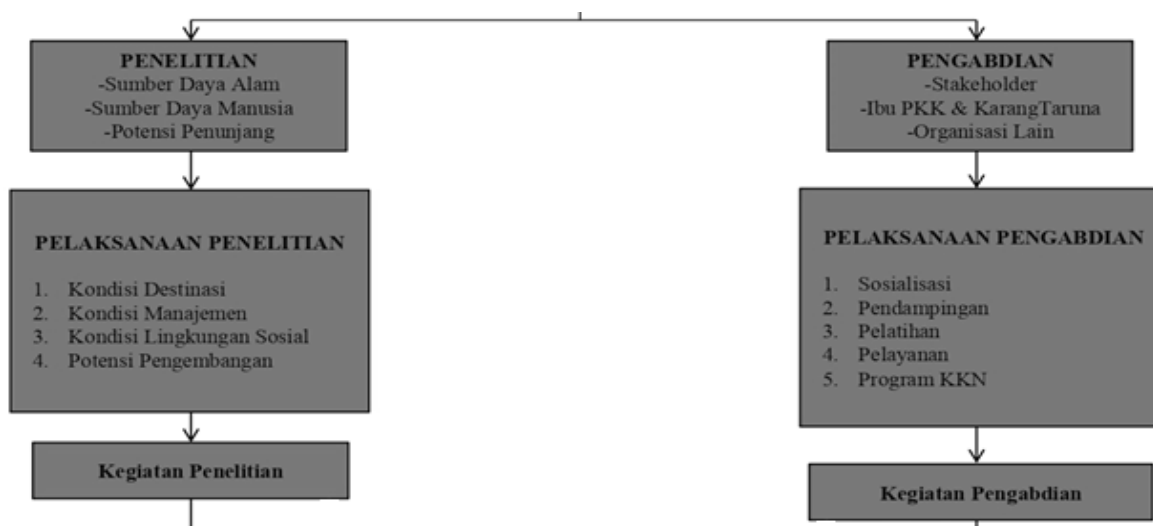
Figure 2. Preparation Stages



Data Acquisition Stage

The data acquisition stage is the stage for obtaining data that will be used as material to be analyzed in research. The data acquisition stages include conducting research (focusing on natural resources, human resources, supporting potential), implementing community service (focusing on stakeholder objects, PKK mothers & youth organizations, other organizations) with various variables needed in research activities, including destination conditions, management conditions, Social Environmental Conditions, Development Potential and various implementations carried out in Community Service activities including Socialization, Mentoring, Training, Services, KKN Programs. The flow diagram of the data acquisition stages can be seen in Figure 3.

Figure 3. Data Acquisition Stages



Data Processing Stage

The next stage after the data is obtained from the results of the data acquisition process is the data processing stage. This processing stage aims to produce processed data which will then be used as material for analysis. The data processing stages include processing data resulting from research activities, processing data resulting from service activities, which will then produce data in the form of a research database and a service database. The flow diagram of the data processing stages can be seen in Figure 4.

Figure 4. Data Processing Stages



Data Analysis Stages

The next stage after the data is obtained from the results of the data processing process is the analysis stage. This analysis stage aims to obtain conclusions in this research. The analysis stages consist of analysis of the Research database, Service database, which is then validated, followed by validation and drawing conclusions. The flow diagram of the analysis stages can be seen in Figure 5.

Figure 5. Data Analysis Stages



Conclusion & Output Stage

The final stage is drawing conclusions from the data analysis. The results of this conclusion are then used to develop the output of this research and service product, namely Kudus Regency Tourism Destination Data which can be accessed by the community in connection with local government policies.

Figure 6. Conclusion and Outcome Stages



RESULTS AND DISCUSSION

Based on the implementation method chosen to carry out lecturer functions and management functions within the framework of a sustainable tourism program, several focuses are obtained that must be considered.

Management Function

❖ Planning

Planning is the entire process of thinking and carefully determining the things that will be done in the future in order to achieve predetermined goals. Planning or planning is the main thing in a series of management functions. Management planning will provide a comprehensive perspective on all the work to be carried out.

❖ Organizing

Organizing is the entire process of grouping people, tools, tasks, authority and responsibilities in such a way as to create an organization that can be moved as a complete and unified whole. Organizing is the second important management function carried out by each work unit, so that organizational goals can be achieved efficiently and successfully. With the organizing function, all resources owned by the organization, both human and non-human, can be combined and arranged so that they can be used effectively and efficiently in order to achieve predetermined goals.

❖ Motivating

Motivating is a whole effort, technique, method and method to encourage members of an organization to be willing and sincere to work as well as possible in order to create organizational goals that are effective, efficient and economical. This motivating function includes the process of providing work encouragement to subordinates in such a way.

❖ Controlling

Controlling is the process of observing all organizational activities to ensure that all work being carried out runs according to previously established plans.

❖ Evaluating

Evaluating can be interpreted as the process of measuring and comparing work results that have been achieved with the results that should be achieved.

Lecturer Functions

❖ Research

Research activities are one of the lecturers' obligations in implementing the Tri Dharma of higher education. Through research, many results and impacts can be utilized to develop science, technology and art, including developing the world of education.

Research activities are carried out in order to develop and direct novice researchers to improve their abilities in carrying out research and publishing their research results in scientific journals, both national and international.

Research related to sustainable tourism focuses on:

- a. Natural Resources (SDA) found around tourist destinations
- b. Human Resources (HR) found around tourist destinations
- c. Supporting potential for developing tourist destinations

Research related to sustainable tourism focuses on the following variables:

- a. Destination Conditions
- b. Management Conditions
- c. Social Environmental Conditions
- d. Development Potential

❖ Devotion

Service activities are activities that aim to help certain communities in several activities without expecting any form of reward. Community service activities are intended to provide solutions to real problems that occur in society.

Through community service, lecturers have the opportunity to apply their knowledge directly. Starting with providing direction, or outreach so that the public knows about the technology and knowledge presented by the lecturer. Then together with the community it began to be implemented.

In simple terms, community service is an activity carried out by lecturers and students on behalf of the institution to practice the knowledge and skills mastered at higher education (PT) to the community.

Services related to sustainable tourism have a focus on objects:

- a. Stakeholders
- b. PKK Mother & Karang Taruna
- c. Other Organizations

Service related to sustainable tourism is implemented in the following activities:

- a. Socialization
- b. Accompaniment
- c. Training
- d. Service
- e. Community Service Program

The Relationship Between Management Functions, Lecturer Functions, and Sustainable Tourism

The relationship between management functions, lecturer functions and sustainable tourism is described as follows

Figure 7. Management Functions



Figure 8. Lecturer Functions

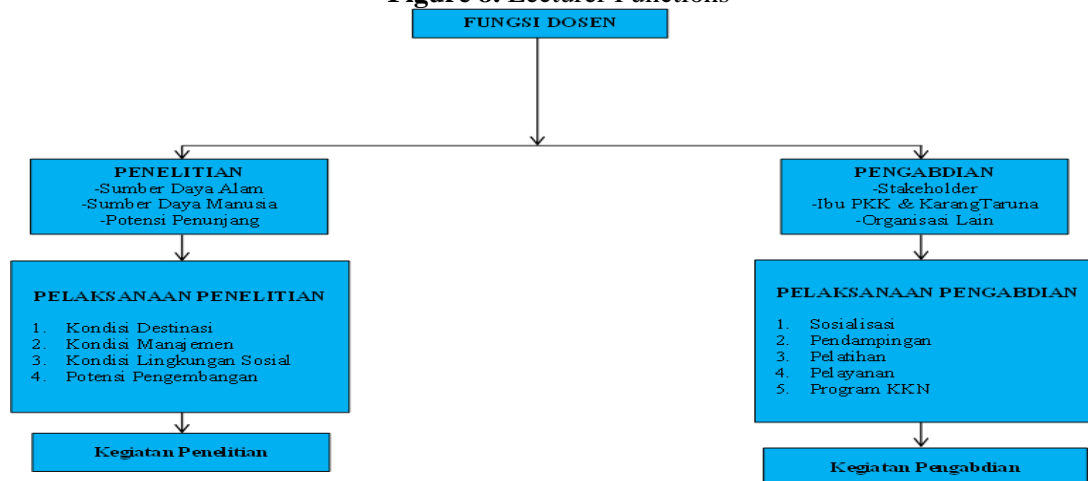
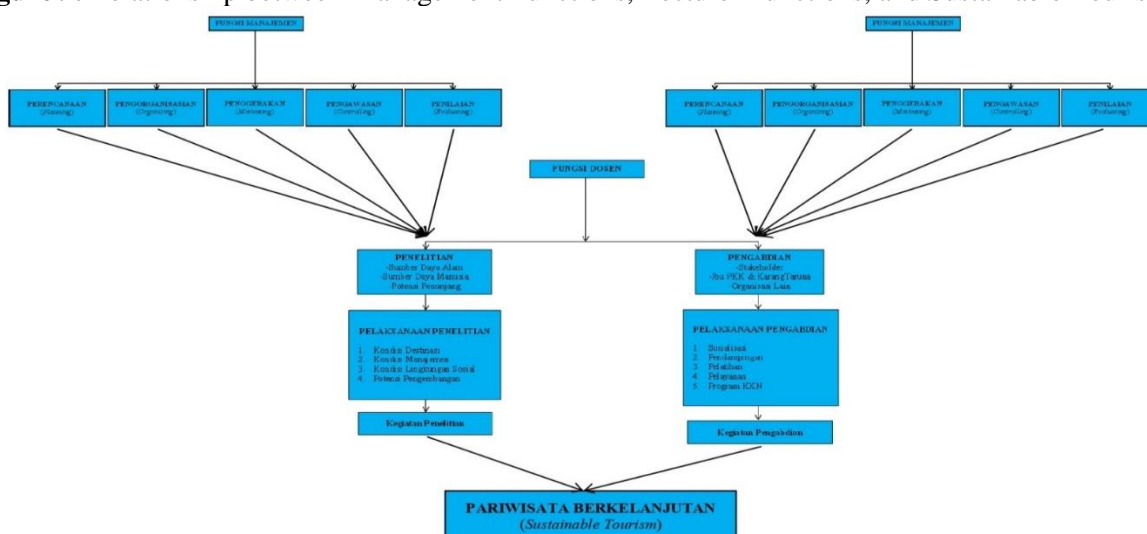


Figure 9. Relationship between Management Functions, Lecturer Functions, and Sustainable Tourism



CONCLUSION

Based on the explanation of the results and discussion above, it can be concluded that

1. Implementation of Management Functions related to Sustainable Tourism, among others

- ❖ Planning
- ❖ Organizing
- ❖ Motivating
- ❖ Controlling
- ❖ Evaluating

2. Implementation of Lecturer Functions related to Sustainable Tourism, among others

- ❖ Research

Research related to sustainable tourism focuses on:

- a. Natural Resources (SDA) found around tourist destinations
- b. Human Resources (HR) found around tourist destinations
- c. Supporting potential for developing tourist destinations

Research related to sustainable tourism focuses on the following variables:

- i. Destination Conditions
 - ii. Management Conditions
 - iii. Social Environmental Conditions
 - iv. Development Potential
- ❖ Devotion

Services related to sustainable tourism have a focus on objects:

- a. Stakeholders
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Service related to sustainable tourism is implemented in the following activities:

- i. Socialization
- ii. Accompaniment
- iii. Training
- iv. Service
- v. Community Service Program

3. The relationship between Management Functions, Lecturer Functions, and Sustainable Tourism as depicted in Figure 9, explains that the 5 Management functions (Planning); Organizing; Motivating/Directing; Supervision (Controlling); Assessment/Evaluation (Evaluating)) is the basis for implementing the Lecturer function which is also the task of the Tri Dharma of Higher Education (Research and Service) which can run systematically and continuously with the aim of realizing Sustainable Tourism through Government Policy as well as support from the community and various related elements.

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