Implementation Strategy Training and Mentoring on Destination Management for Coastal Communities in Bira Tengah Village, Sokobanah District, Sampang Regency

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ABSTRACT
Capability of Human Resources (HR) in the field of destination management. The quality of human resources is influenced by culture, skills and health, in order to direct their abilities and skills, it is necessary to conduct training to provide knowledge, skills and attitudes so as to improve individual competencies to meet needs and improve their standard of living. Human resources are the most important resources in supporting regional development. In order to improve the quality of human resources, it can be done through formal and informal education or training. All planned training should begin with an analysis of the skills-training needs and competencies to be developed and gaps in the knowledge or skills required. So that the implementation of the training is in accordance with the goals and objectives to support industrialization on Madura Island, it is necessary to implement a strategy for implementing HR training on destination governance.

Keywords: Tourism potential, Community Involvement, Group support, Participation, interdependence and substantial.

1. INTRODUCTION

An archipelago like Madura Island has a wide range of potential natural resources, including different types of commodities as well as potential for land and coastal environments. The variety of coastal natural resources can be used by humans to fulfill a variety of wants and necessities of existence. They are separated into two groups, namely sea and coast. Development in the tourism industry, particularly by relying on the potential of coastal areas, will play a significant role in helping it grow into a massive industry on a national and international level that can actually benefit the community in the economic, environmental, and social spheres [1].

Compared to other tourist destinations, seaside tourism zones have the potential to draw more travelers. The potential of marine life and coral, the beauty of the beach, the variety of ecosystems, as well as the numerous tourism activities that can be engaged in—starting with photography, recreation, boating, swimming, attractions, and so forth—have all helped to propel development throughout the world or within Indonesia itself.

This circumstance has significantly accelerated development in numerous locations, including cities and districts within an area. The growth of the tourism industry has also significantly aided in boosting regional economies, contributing to the nation's foreign exchange, and generating district/city PAD (Original Revenue) [2]. So it comes as no surprise to see the tourist industry as having such huge potential and prospects. By implementing a plan to increase the capacity of Human Resources (HR) in the area of tourism management, the Sampang Regency Regional Government Agency is making genuine efforts to develop the potential and prospects for developing the Lon Malang beach tourism object, which is located in Bira Tengah Village, Sokobanah District, Sampang Regency [3-5].

It is required to undertake training to give knowledge, skills, and attitudes in order to raise individual competency to satisfy needs and improve their standard of living. This is necessary to guide the quality of human
resources, which is influenced by culture, skills, and health [6]. The most crucial resource for fostering regional development is human capital. Both formal and informal education or training can be used to raise the standard of human resources [7]. An analysis of the abilities and competences that need to be developed, as well as the interest in the necessary knowledge or skills, should come first in any planned training [8]. A strategy for executing HR training on tourism management must be put in place in order for the training to be implemented in line with the aims and objectives to assist industrialization on Madura Island.

Regional governments have more flexibility in managing the potential of their territories for the benefit of their people according to local government regulations No. 32 of 2004 and No. 27 of 2007 [1], which deal with the management of coastal areas and small islands. This circumstance presents a significant opportunity for regional policymakers to advance and fully utilize the region's potential and resources, hence raising the applicable Regional Original Income (PAD) revenue [11]. In light of the aforementioned, it is hoped that the initiatives to boost human resources in the destination management sector will offer the greatest advantages for the advancement of coastal potential in Lon Malang Beach, Bira Tengah Village, Sokobanah District, and Sampang Regency [4].

In order for the settlement of tourism and other fields to start to become a strategic issue in regional development and to become a development priority, it is also necessary to enhance the commitment of policymakers in Sampang Regency [5][9][10][12]. Destination governance should be a specific policy to serve as the foundation for creating and communicating a new understanding to all parties that the tourism sector is a policy aimed at involving all parties, including local governments and all levels of society, from the planning, implementation, monitoring, and evaluation stages, so that it becomes successful in developing the tourism sector in Sampang Regency, especially for the development of tourism objects in the coastal area of the regency.

2. METHOD

In order to improve human resource skills, particularly in the coastal area and in the field of destination management, this study uses a data analysis method. It also aims to develop strategies and training programs to support the development of the Sampang Regency area and region.

The method used to carry out the activities in this study involved various conversations, including the stages of preparation, data collecting, data analysis, and planning and creation of draft regional regulations. The process of gathering information and stories for this study involves the use of primary data and secondary data methods, scientific analysis, and related references, with the goals of identifying potential tourist attractions, examining internal environmental conditions (in the form of strengths and weaknesses), and external environmental conditions (in the form of opportunities and threats).

The study’s analytical approach, discrete analysis to determine the presence of infrastructure and potential as well as tourism attractions, and quantitative analysis with a total of 50 respondents drawn from an incidental sampling.

The findings indicated that Lon Malang Beach had the ability to draw tourists, with an internal factor score of +0.910 and an external factor score of +1.90. As a result, by occupying matrix cell 1, its position in the grand strategy matrix (internal-external matrix) is in a growth strategy position. Position one displays a growth and development strategy (rapid growth strategy), a strategy to increase the growth rate of visitor arrivals more quickly (the second year is greater than the first year, and so on), and quality improvement, which is a strength factor to maximize the utilization of all opportunities (grand strategy).

3. RESULT AND DISCUSSION

3.1. The Development of The Coastal Community In Bira Tengah Village Is In The Early Stages Of Enhancing The Beach And Sea's Potential To Become A Tourist Destination Known As "Lon Malang Beach”

3.1.1. The Formation of Lon Malang Beach's History

Sampang has a total population of 877,772 people, of which 427,896 are male and 449,876 are female. The tiny number of fishermen searching for fish in the sea off the coast of Sokobanah suggests that many fish habitats have vanished [5]. Due to a lack of local work opportunities, there is an increased risk of severe unemployment in the Sokobanah region, particularly in the village of Bira Tengah. The community must typically grumble about their fate to become Indonesian workers (TKI) in Malaysia in order to get a respectable living.

This motivated the Sampang Regency government, through the fisheries department, to initiate conservation efforts by building fake coral reef houses and community watchdog organizations (POKMASWAS). By combining POKMASWAS operations at the fish conservation house and exploring the possibilities of the beach in Lon Malang to become a tourism destination, the head of Bira Tengah Village responded favorably to the community's welcome. As a result, since 2016, the village chief of Bira Tengah has carried out reforestation and planted cypress shrimp along the shoreline for up to
2 km, garnering a lot of interest from tourists with the help of the community and the Marine Service of East Java Province.

This beach was open in 2017 with minimal administration. They changed the name of this beach to "Pantai Cuma Kamu" under the direction of the village chief and the village's youth in an effort to draw tourists and encourage them to take group photos. They were unaware that this name had both supporters and opponents among various academic and civic groups in the Sokobanah sub-district. It is challenging to dispel the negative connotations associated with tourism in Madura; the more popular the destinations, the more assumptions about activities that contravene religious values are believed to be intensified. Since hearings and mediations to weigh the advantages and disadvantages of establishing "Pantai Cuma Kamu" took place in 2017–2018, the government and security forces have implemented rigorous monitoring, security, and visiting hours regulations. The maximum number of visitors in the Sampang district in 2018, precisely 161,135, exceeding the aim of 52,000 visitors, or as much as 150.10%, due to the potential for employment of locals and the high number of tourists in 2018, even to new places.

Recognizing the potential for the community of Bira Tengah's coast to develop extremely quickly On September 18, 2017, the district government of Sampang held an internal cross-regional organization (OPD) coordination meeting. The conference's outcomes were as follows:

a. By partnering with the Maritime Affairs and Fisheries Service of the Regency, Bira Tengah Village has begun the embryonic growth of coastal tourism in Bira Tengah Village. Sampang will reforest the 2 km of the projected coastal area that will be developed.

b. Bira Tengah Village's submission to Kab. Sampang's regional government through proposal number. DES/26/III/2016 Year 2016, which was returned to Sampang's district administration on March 28, 2017.

c. The Sampang Regency government. Today, on Wednesday, April 13, in the year 2016, a poll was conducted from a number of connected OPDs, including:

1) The offices of public works and spatial planning (DISBUDPARPORA, BAPPEDA); and public highways (DISPENDALOKA).

2) Because the beach conditions were still in zero condition (no development at all) and the government was still concentrating on the priority development of tourist destinations that had been stated in the 2013-2018 RPJMD (Nepa Monkey Forest Tourism Area), the Sampang Regency Government will review and map out the potential at the conclusion of the survey results at that time.

d. The village chief of Bira Tengah persisted; in addition to helping the Dsibudparpora, "Mr. Martuli" plans to develop Long Malang Beach with the help of Pokmaswas, tourism-awareness organizations (Pokdarwis), and village youth who have joined the Asewi organization (tourism village association) district.

e. Justifications for developing the item: Possibility of white sand; Possibility of marine items from fishermen that can be developed for culinary tourism; Previously, this location was frequently utilized by irresponsible people for prostitution and immoral acts. The moment Lon Malang Beach opened, it attracted tourists, which led to a rise in local activities and the automatic eradication of immoral ones.

f. Potential development occurs gradually, and ongoing destination development is maintained.

1) The government would continue to support the development of the Lon Malang beach tourism destination because it is still in its infancy.

2) Standard Operating Procedure (SOP)

g. Development suggestions will be made to the appropriate ministries in accordance with the primary responsibilities and authorities across OPD.

h. The Grand Design, a business feasibility planning document, was created in 2017 under the direction of DISPORABUDPARK Sampang Regency. The planned amenities include dining establishments, tourist piers, restrooms, prayer rooms, observation towers, landscapes, talud, and gift shops.

i. Land status: Before reaching the beach, the area created along the coast follows the village treasury land, which is in the national roadside area. According to the orders of the provincial marine department, the community has up till now created semi-permanent infrastructure.

j. The security forces will impose visiting hours and severe security.

k. On Saturday, August 26, 2017, the Indonesian Ulema Council (MUI) Sokobanah District held a discussion with locals, community leaders, and religious leaders at the Mambaul Ulum 2 Islamic boarding school complex in Bira Timur village. On Thursday, August 30, 2017, at 19.15 WIB, a larger discussion was held at the Baiturrahim Mosque in Batu Lenger-Bira Tengah Village. The following were the main conclusions of the discussions:

1) In order to prevent Long Malang Beach from becoming a new tourist destination and disrupting the order of Islamic religious norms, the scholars,
along with the MUI Sokobanah District and many community leaders, requested for the closure of the beach.

2) Some locals, however, disagreed with this viewpoint and rejected it, arguing that the opening of permits for tourism activities on Malang Long Beach had a positive effect on economic growth and that, in addition, under the supervision of tourism business actors, prostitution-smelling activities at the time had significantly decreased, if not completely disappeared. It exists.

i. Created a team to work on the government of Sampang Regency's roadmap for the tourism industry (in process).

m. Sector coordination and interoperability in discussing solutions to ensure that Malang Beach's potential, which is still being developed and explored, becomes the tourism sector without causing conflict with the community

n. The Long Malang Beach development strategy can be modified to take into account the local knowledge of the Madurese people.

o. The potential for using marine items produced by locals who take up fishing in culinary tourist activities

p. Security personnel from the Police, Army, Civil service police Unit, and local community will keep a close eye on places that are frequently visited by those who aren't involved in immoral activities.

q. The idea of development:

1) Reforestation of the shore with the protection of cypress shrimp trees along the coastal area is one method of protecting areas.
   a) Creating artificial coral reefs and;
   b) Floating homes

2) Establishing creative economic hubs

a) Development of a gastronomic hub for the village of Bira Tengah's fishing communities;

b) Center for UKM empowerment, particularly for the Middle Eastern community;

c) Tour services, equestrian arenas, etc.

3) Integrating Islamic management with the idea of area management;

4) Establishing a management structure for the area through Village Owned Enterprises (BUMDes) with Village Tourism Movers (POKDARWIS) as an extension.

Following up on the meeting's outcomes, Regional Leadership Coordination Forum (FORKOPIMDA) and Assistant 1, Head of Fisheries Office, Head of the Department of Youth, Sports, Culture and Tourism, Electoral Area IV, Head of Regional Apparatus Organization, Secretary of the Board, District Leadership Forum (MUSPIKA) Sokobanah District held a combined working visit on Tuesday, September 19, 2017, which had the following outcomes:

a. The Standard Operating Procedure that will be followed must be made clear in signs for the administration of Lon Malang Beach right away.

b. When it comes to the administration of Lon Malang Beach, the regency government and authorities agree on what is good; if there is a breach, consequences will be implemented in accordance with the relevant laws and regulations.

c. Following that, letters are sent to all parties involved with the results of the questionnaire.

The top-level meeting's requirements have been formally met since the end of 2017, and the regional government of Sampang Regency has been carrying out construction since 2018 that includes the following stages:
3.2. Indonesian Tourism Trends Have Changed

3.2.1 An Increase in Interest in Nature's Allure

Changing times and the demands of global community activities, which also affect our way of life and the preferences we have for the many activities we engage in, have not spared Indonesia's present tourist trends. Because of the way that tourism has changed over the years, new trends have emerged as a result of adjusting to current changes.

With their natural appeal that supports environmental sustainability values, tourism industry operations are now the prima donna of a tourist destination, competing with expanding human activities toward meeting their daily requirements and the frenetic density of daily life activities. On holidays or other holidays, it can be determined that tourists who visit the area are present in all tourist attractions, both natural and man-made, and this is true regardless of the holiday.

3.2.2. The Rise in Instant Trips and the Increasingly Bustling Global Community Activities

Finding spare time to get away from the frantic daily activities is sometimes challenging for them due to the great demand for community activities. Therefore, they have a tendency to seize the moment they have the chance to travel as much as they can, even for a brief period of time. Additionally, short trips will provide them more opportunity to engage in activities besides fulfilling their daily tasks.

In particular for visitors who are well aware of environmental preservation, tourist attractions with a focus on nature and tourism amenities, such as resorts, bungalows, or other forms of lodging that promote ecologically friendly principles, have their own allure. On the other side, stunning scenery can also assist travelers in recharging after their busy daily schedules.

### Table 1. Development Of Lon Malang Coastal Area

<table>
<thead>
<tr>
<th>No</th>
<th>Description of Activities</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Planning</td>
<td>Feasibility Study, Grand Design</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Stage I Development</td>
<td>-</td>
<td>Entrance gates to tourist sites, toilets, culinary stalls, prayer rooms, gazebos, viewing towers, signboards, tourist piers, HR incubation, establishment of BUMDes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Stage II Development</td>
<td>-</td>
<td>-</td>
<td>Sea Retaining Wall, Parks and Landscaping, International Standard Toilets, Souvenir Kiosks, National Street Lights, signs in the area, Signs Predecessor Directions (RPPJ), HR training in the field of Basic Proficiency Test (TKD) and assistance</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Stage III Development</td>
<td>-</td>
<td>-</td>
<td>Construction of Fences, Strengthening Human Resources</td>
<td>-</td>
</tr>
</tbody>
</table>
The most significant aspect of a tour for those with hectic schedules is a memorable experience, so you don't need to spend a lot of time. Additionally, quick travels are typically more feasible and affordable. On the other hand, this tourism trend has become more appealing due to the growth of smartphone applications that provide a variety of services and travel-related information.

### 3.2.3. Business & Recreation

Business people are increasingly choosing to travel

Many people are becoming more and more interested in taking business trips while on vacation, particularly those from executive circles or those who have a high density of activities, particularly those related to business. Therefore, travel for both work and pleasure will be very prevalent up until 2019. This is being done more frequently because those who are really busy find it incredibly challenging to get time to unwind. Therefore, if they have the opportunity to conduct business while traveling, they will do so.

### 3.2.4. Examining Customs, Cultures, and Interactions that Start to Perform Better Than Shopping Activities

People used to travel primarily for the purpose of seeing new areas and shopping as much as possible at nearby tourist attractions, but this trend has changed to something more important in recent years. Nowadays, an increasing number of tourists—both domestic and foreign—travel with the intention of learning more about the customs, cultures, and social interactions of the destination to enrich their experience and knowledge. As a result, they strive to get to know them in addition to visiting tourist destinations.

### 3.2.5. New Locations Become Popular Excursions from Routine Bustle

Because their attractiveness was recognized as a tourist draw in the past, individuals tended to choose popular tourist places. But nowadays, more and more tourists are choosing to travel to remote locations where the natural world still has its authenticity.

This is so they can explore more, as individuals often desire to go to new, undiscovered places. Aside from that, urbanites who are sick of the hustle and bustle of the city have a unique fascination for the serene mood and breathtaking natural scenery of the sunset paradise.

### 3.2.6. Trends in the Growth of Tourism During the Pandemic

Entrepreneurs in the tourist sector must develop innovative concepts to create new business prospects during a pandemic as a result of ongoing global issues like the COVID-19 pandemic, where the world is working hard to recover from health issues, and the restrictions on travel during a pandemic, including:

- a. Due to the restricted number of excursions, concentrate on the local and domestic markets (Travelers of the Archipelago).
- b. Construction of tourist destinations that are open to nature and echo natural healing processes to reduce the danger of infection.
- c. Creation of tourist attractions that allow for guest restriction through the application of health regulations
- d. The development of digital components across the board in the tourism industry (reserving Tourist Attraction (DTW) tickets, traveling, utilizing services at DTW locations, etc.).
- e. The Meeting, Incentive, Conference and Exhibition (MICE) sector’s adaptation to the pandemic by incorporating digital technologies into its offerings and applying health standards
- f. Building enthusiasm and optimism, reducing worry, and retaining awareness of tourism products are the major goals of marketing communications.

The COVID-19 pandemic is a complicated problem, and in order to deal with it, the government has laid up guidelines for how tourism should develop:

- a. Development of a tourism village
- b. Growth of culture-based tourism, including batik, local arts, and distinctive crafts.
- c. Local Tours (tours within the city for those in the city, and tours within the district for those in the district)
- d. Developing Sustainable Tourism
- e. Facilitation of the MICE Industry (Held at BAKUSAPA MICE Industry in East Java in collaboration with Ministry of Tourism and Creative Economy)
- f. Tourist attraction/DTW’s digitalization
- g. Events Digitization

### 4. CONCLUSION

Building a good, standardized governance structure for a tourism attraction is the goal of this research. Implementation Strategy for Research To acquire references and guidelines for implementing HR training and mentoring for coastal communities in Bira Tengah Village, Sokobanah District, and Sampang Regency in particular and throughout the region of Sampang Regency. This training and mentoring is for destination governance in the coastal communities of Bira Tengah Village, Sokobanah District, and Sampang Regency. This is typically accomplished by determining the kind of tourist village development pattern that may be used to enhance the human resource capabilities of coastal...
tions and by designing methods and programs for putting training into action.

The following standards for excellent destination governance apply:

a. Infrastructure and Facilities for Transportation
b. Services for Information
c. Advisory Service
d. Access to Public Restrooms
e. Accommodations/Homestay Services
f. Dining and Bar Facilities
g. Networks for Electrical and Communications
h. Management Structure
i. Tourism-Related Kampung Regulations
j. Visitor Control
k. Preservation of traditional villages and culture
l. Preservation of nature

Currently, a training system based on learning is insufficient to carry out human resource capacity building activity programs. This activity will be more effective if carried out with sustainable programs in the mentoring system by setting milestone targets as the main standard of governance. control an excellent location above [13].

The assistance’s primary purpose is to supervise the growth of tourism hotspots that are already in the embryonic stages. The primary goal of the assistance operations is to hasten the empowerment of the community managing tourist attractions and tourism villages, specifically by enhancing their strength, capability, and human resources to enable them to improve village management. as a stand-alone tourist village.

REFERENCES


