

Increasing the Capacity of Human Resources for Tourism Actors in the Tourism Area of Ijen Crater, Bondowoso Regency

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ABSTRACT

Tourism is an important sector that can increase national income. Mount Ijen Tourism Area is one of the tourist destinations in Indonesia which is popular among local and international tourists. The positive effect that occurs is that there are business opportunities for residents around the tourist attraction, both in the service and trade sectors. However, the reality is not always the case, many residents who are involved in the tourism industry find it difficult to take advantage of business opportunities in the services and trade sectors, especially for foreign tourists. This is caused by several factors, especially the lack of ability to communicate in a foreign language when conducting service or commercial transactions. Improving the capacity of Human Resources in overcoming this problem is the responsibility of the local government. The approach used in this research is descriptive qualitative. From the research results, there are serious indications from the Government of Bondowoso Regency in optimizing the Ijen tourism object by conducting a comprehensive mapping of tourism potential. The Bondowoso government plans to increase budget allocations to the tourism sector with additional budgets which are expected to strengthen intensive tourism promotion efforts and have the potential to increase Bondowoso's own-source revenue.

Keywords: human resource capacity, tourism actors, Ijen crater tourism area

INTRODUCTION

Tourism is an important sector that can increase national income. Indonesia has natural beauty, biodiversity, and rich culture, so efforts are needed to improve various services such as facilities, infrastructure, ease of access, and the capacity of tourism actors. As a sector that is considered profitable and has the potential to be developed in a sustainable manner, tourism can be a productive asset for the community.

According to KBBI, tourism is everything related to recreational travel, sightseeing, and tourism, while according to Murphy (1985), tourism includes all related elements, such as tourists, destinations, transportation, industry, and others. The development of tourist objects is expected to become a reliable source of economics and also a means of learning for the community and tourism actors. Efforts to develop and develop national tourism potential must be carried out with due regard to national personality and environmental sustainability, so as to increase employment, community income, regional and state income, and foreign exchange earnings.

Tourism plays an important role in supporting economic growth, with Indonesia having great potential in tourism due to its natural, cultural and faunal riches. Globally, Indonesia ranks 70th out of 140 countries based on three main indicators, namely good natural resources, natural sites and fauna richness, as well as cultural resources for price competitiveness in hotels, taxes, low ticket prices, and air transportation costs. In 2017, the tourism sector in Indonesia made a significant contribution to the country's foreign exchange by reaching US\$17 billion from foreign tourist visits which continued to increase from year to year, reaching 14 million in 2017 and 10.58 million in 2018. This has not come easy, and since 2013, tourism has become the country's fourth largest foreign exchange earner. In an effort to maintain and increase the contribution of tourism to the country's economy, it is necessary to develop and develop tourism potential in a sustainable manner by protecting the personality of the nation and the environment.

Mount Ijen Tourism Area is one of the tourist destinations in Indonesia which is popular among international tourists. Mount Ijen is an active volcano located in a nature reserve, with the name Ijen Crater. With a height of 2,443 m above sea level, and caldera walls as high as 300-500 m, this mountain has erupted four times from 1796 to 1936. The crater of Mount Ijen and its plateau consists of the world's largest crater lake, which can produce 36 million meters cubic of sulfur and hydrogen chloride with an area of about 5,466 hectares. Lake Ijen, which has a depth of 200 meters, is a crater lake with zero acidity. This sulfur lake has extraordinary beauty, with a dramatic and beautiful turquoise color.

One of the rare natural phenomena on Mount Ijen is blue fire which only appears in the early hours between 02.00-04.00 WIB. This mountain crater emits a spectacular blue flame, making Mount Ijen one of the favorite tourist destinations in Indonesia, even to foreign countries.

Mount Ijen is not only known for its natural beauty, but also for tourist attractions that are rarely found in other tourist spots, such as the Gandrung dance performance, Trail Adventure, Tour de Ijen, and Ijen Summer Jazz, both on a national and international scale. According to Witt and Moutinho (1994), tourist attractions or tourist destinations are the main motivation for tourists to visit. Attractions are also considered as an important component in attracting tourists and are a significant source of tourism, according to Suwena and Widyatmaja (2017).

Mount Ijen can be accessed from two directions, namely North and South. From the north, you can go via Situbondo to Sempol in Bondowoso, via Wonosari and continue to Paltuding, with a distance of about 93 km and a travel time of about 2.5 hours. From the south, you can go from Banyuwangi to Licin, which is 15 km from Mount Ijen. From Licin, the journey continues to Paltuding which is 18 km away, then using a Jeep or other heavy vehicle for about 6 km before arriving at Paltuding. This area is geographically located in three districts namely Situbondo, Bondowoso, and Banyuwangi.

On normal days, the number of visitors to Ijen Crater only reaches hundreds of people, but on weekends or holidays the number can exceed 2 thousand people and even at certain moments such as New Year's Eve, the number of visitors can reach more than 4 thousand. Every year, the number of visitors to Ijen Crater continues to increase both from within the country and from abroad, which is in line with the increasing popularity of the area.

Based on data from BKSDA Region III, around 154,565 tourists visited Ijen Crater, consisting of 4,267 foreign tourists and 150,298 domestic tourists. In August 2016, the highest number of foreign tourists visiting Mount Ijen reached 7,636 people, while the highest number of domestic tourists in July 2016 amounted to 23,607 people.

The presence of many tourists at this destination shows the need for active participation from the local community in Bondowoso Regency. It cannot be denied that the role of the community is very important in the development of national tourism by contributing to the tourism sector which is very important for the country. A very important role is to introduce the local culture of indigenous people to foreign tourists through polite and unpretentious everyday behavior as a characteristic of Indonesian culture. Tourism development and development is the responsibility of every member of society to achieve sustainable results and benefits.

The positive effect that occurs is that there are business opportunities for residents around the tourist attraction, both in the service and trade sectors. One example of the service sector is tour guides and climbing transportation which are generally called Ijen taxis. Meanwhile, examples of the trade sector include the sale of local specialties and souvenirs. These activities make some people think that they can earn income or financial income.

However, the reality on the ground is not always the case. Based on observations and interviews conducted by researchers, many residents involved in the tourism industry find it difficult to take advantage of business opportunities in the services and trade sectors, especially for foreign tourists. This is caused by several factors, especially the lack of ability to communicate in a foreign language when conducting service or commercial transactions.

Increasing the capacity of Human Resources (HR) in overcoming this problem is actually the responsibility of the local government. Previous research in other locations by the STIA LAN Makassar Research Team (2012) concluded that local government capacity development in Indonesia still needs to be improved. This is confirmed by the research of Jenivia Dwi Ratna Sari et al. (2013) who revealed that individual capacity development can affect organizational success and the leadership of an organization is inseparable from the characteristics and leadership styles that affect the capacity of organizational members. In addition, Venkatesh's research (2015) shows that individual capacity building includes designing training and education programs to reduce gaps in the institutional system.

Based on several studies, agreement can be found with the results of Grindle's research (1997) which states that capacity building (capacity building) consists of 3 dimensions, namely: (1) human resource development, (2) organizational strengthening, and (3) institutional reform. Keban's research findings (2000) also confirm that capacity building is a series of strategies to improve government performance through a focus on developing the human resource dimension, organizational strengthening, and institutional reform.

In the context of strategy, policy and human resources, the concept Capacity Building can be interpreted as an effort to increase the capacity of individuals or community groups in a sustainable manner. Milen (2001) explains that Capacity Building is a process of continuous improvement of an individual, organization or institution and is not a one-off event. This process is internal and requires outside assistance. Meanwhile, Hardjanto (2009) said that the ultimate goal of Capacity Building is to strengthen the organization in achieving its goals and mission.

To overcome the problems mentioned above, capacity strengthening efforts are needed (capacity building) community by the local government that includes the system (system), bureaucracy (individual) and agencies (entity), which aims to accelerate economic growth and community development as an integral part of national development policies and in line with the commitment of the Bondowoso District Government to change the conventional paradigm of government to good governance. This capacity building process is sustainable and cannot be done just once, and requires cooperation and synergy from external parties, such as institutions and organizations that have expertise in this field. From the context that has been described, the main problem in this research is how the Government of Bondowoso Regency implements a strategy to increase the human resource capacity of nature tourism actors in Ijen Crater. The purpose of this research is to analyze the strategy implemented by the Government of Bondowoso Regency in an effort to increase the human resource capacity of nature tourism actors in Ijen Crater.

Afifulloh (2018) conducted a study entitled "Mapping English Language Needs in Tourism Potential Area Communities in Bangka Regency, Bangka Belitung Islands Province". This study conducted a mapping of community needs related to English proficiency as a supporting factor for improving regional performance. The results of the study show that tourism potential communities in Bangka Regency, especially in the Matras beach area, generally have a low level of English proficiency. Therefore, they really need special training, especially in speaking and listening skills. This finding also shows the high level of need for the people in the Matras beach area for English language skills to support the development of their tourism potential.

Fitroh, Hamid & Hakim (2017) conducted a study entitled "The Influence of Tourist Attractions and Tourist Motivation on Visiting Decisions; Survey on Natural Tourism Visitors to Ijen Crater". Based on this research, there is

an increase in the number of visits to Ijen Crater every year. To maintain the continuity of this growth, it is necessary to develop destinations that will have an impact on increasing the number of visits, the duration of visits, and tourist spending. The findings from this research can serve as a guide in destination development, including the development of tourist attractions and destination facilities, as well as the basis for a promotional strategy aimed at maintaining an increase in visits to Ijen Crater natural tourism.

Private (2014) also conducted a study entitled "The Role of Education, English Language Training, and Guidance Techniques in the Development of Mina Wisata". This study describes how English education and training as well as guiding techniques play a role in improving the ability of CV Dewata Laut's employees in serving tourists who come to the company. The results showed that after the role of English language education and training institutions was optimized, there was an increase in English skills, guide techniques, and services to tourists.

To analyze the implementation of the Regional Regulation regarding the management of the Ijen Crater Natural Tourism Area in Bondowoso Regency, researchers used the policy implementation theory of Mazmanian and Sabatier (1986). This theory explains that policy is the result of a synthesis between bottom-up and top-down approaches. In the process of policy making and implementation, all actors are involved in the political and policy process, but there is still a dynamic role between the government and the community. This policy implementation model has an important role as an ongoing part of policy making (ongoing part of policy making) in advocacy groups (advocacy coalitions), or accompanying policy actors with various elements in society.

Mazmanian and Sabatier identified three factors (as independent variables) that influence the stages of public policy implementation (as dependent variables). The three factors proposed by Mazmanian and Sabatier are the completeness of control over a problem, the positivization process in policy implementation, and non-legal factors that influence the policy implementation process.

Mazmanian and Sabatier also emphasize that policy implementation is a dynamic process. This means that changes in one factor will have an impact on other factors. No factor is completely isolated from the influence of other factors. This causes the absence of factors that remain stable amid changes in other factors.

Milen stated that capacity refers to the ability of individuals, organizations or systems to carry out their functions effectively, efficiently and sustainably. Morgan also defines capacity as a collection of abilities, skills, understandings, attitudes, values, relationships, behaviors, motivations, resources, and conditions that enable individuals, organizations, networks, or sectors, as well as the wider system, to carry out their functions and achieve set development goals over time. Furthermore, Milen considers capacity building as a specific task, because it is related to factors in a particular organization or system at a certain time.

Grindle said that if capacity building is a series of strategies to increase efficiency, effectiveness and responsiveness, then the main focus of capacity building must be given to three main dimensions: human resource development, organizational strengthening, and institutional reform. In the context of human resource development, attention should be focused on recruiting and providing personnel with professional and technical expertise and skills. Activities carried out in this regard include education and training (training), provision of adequate salary or wages, regulation of appropriate working conditions and environment, as well as an appropriate recruitment system. In an effort to strengthen the organization, the main attention is given to the management system which aims to improve the performance of existing functions and tasks, as well as managing the microstructure within the organization.

In the article "The Capacity Building for Local Government Toward Good Governance", it is stated that the World Bank emphasizes the importance of capacity building in three main processes. First, attention is paid to developing human resources through training, transparent recruitment systems, professional termination of employment, and updates in management and technical patterns. Second, the focus is given to organizational development which includes an analysis of organizational structure based on roles and functions, human resource development processes, and organizational management styles. Third, efforts were made to develop networks by strengthening coordination, explaining network functions, and promoting formal and informal interactions between actors in the network.

To maintain the existence of a business and ensure its continuity, there are three main pillars that need to be supported. These pillars include the existence of quality Human Resources (HR), a good business management system, and effective business processes and services. These three pillars are often considered as targets for achievement in this business. The aspect of good human resources, both in terms of quantity and quality, is an important factor in maintaining the existence of a business. The quality of human resources can be seen from knowledge, skills, and attitudes. In addition, HR capabilities need to be upgraded periodically in order to meet business needs or improve service quality in various sectors. A good business management system is also an important pillar to maintain business existence. This includes an efficient organizational structure, orderly management, and clear procedures for carrying out business activities. Furthermore, good business processes and services are also a determining factor in maintaining business existence. This involves friendly, efficient and professional service to customers, as well as continuous improvement in the process of producing or providing products and services. By paying attention to these three pillars and improving HR capabilities on a regular basis, businesses can meet the needs and improve services needed in various sectors, thereby maintaining optimal existence and business continuity.

It is very important to realize that the growth and success of a business is highly dependent on the care and quality of Human Resources (HR) in running it. Therefore, the process of increasing HR capacity (capacity building) is a necessity that cannot be ignored. In this process, there are various ways that can be done, such as through competency-based education and training, clear career development, learning assignments, and so on. All of this aims to improve individual performance in carrying out their respective duties. Therefore, capacity building is closely

related to HR capabilities, institutional capabilities, and organizational system capabilities. All these aspects are interrelated and play an important role in achieving business success.

Services are activities that can be distinguished separately and are basically intangible, which aim to meet needs and are not necessarily related to the sale of other products or services. In the process of providing services, it often requires the use of physical objects, even though there is no transfer of ownership of these objects. According to Freyer, tourism service products include all service products that are intended or consumed by someone during tourism activities. According to Plog, the assessment of the quality of tourism service products is carried out by the tourists themselves, because they are the users or consumers who are directly involved in the experience.

Meanwhile, marketing is a field in marketing that focuses on how a product can reach consumers (distribution). The efficiency of the trading system can be seen from its ability to deliver products to consumers at the minimum possible cost, as well as to share profits fairly from the prices paid by consumers to all parties involved in production and distribution activities.

In principle, a tourism destination must meet three requirements in order to attract visitors, namely:

1. "Something to see" refers to the existence of a tourist object that offers interesting sights or attractions that can be enjoyed by visitors. The place must have a special appeal that can attract tourists to visit it.
2. "Something to do" aims to allow visiting tourists to do activities that provide fun, happiness and relaxation. This could include recreational facilities such as play areas or places to eat, especially by offering local specialties, which can make tourists feel at home.
3. "Something to buy" refers to the existence of shopping facilities for tourists, usually by offering products typical of the area, which can be used as souvenirs or mementos.

In carrying out tourism management, the role of tourism actors is very important. Tourist actors or tourism actors are individuals or groups involved in tourism activities. According to Damanik and Weber, tourism actors include:

1. Tourists: They are consumers or users of tourism products and services. Every tourist has different motives, interests, expectations, and social, economic, and cultural characteristics, which create demand for tourism products and services.
2. Tourism Industry or Service Provider: This includes various businesses that produce goods and services for tourism. Direct actors are tourism businesses that offer direct services to tourists, such as hotels, restaurants, travel agencies, tourist information centers, entertainment attractions, and so on. Meanwhile, indirect actors are businesses that indirectly support tourism, such as handicraft businesses and tourist guide book publishers.
3. Tourism Service Support: This includes businesses that do not specifically offer tourism products and services, but depend on tourists as service users, for example providers of photography services, beauty services, sports, and sales of fuel oil.
4. Government: The government has the authority in regulating, providing, and allocating infrastructure related to tourism. They are also responsible for determining the direction of tourism development through macro policies, which serve as a guide for stakeholders in their respective roles.
5. Local Communities: Local communities are residents who live in tourism areas. They are important actors in tourism because they provide attractions and determine the quality of tourism products. Local communities are also the direct owners of tourism resources which are consumed by tourists and tourism actors. Changes in the tourism area will directly impact their interests.
6. Non-Governmental Organizations: These are non-governmental organizations that are often involved in community activities, including in the tourism sector, such as WWF, nature lovers' groups, Walhi, and so on.

In tourism management, it is important to put forward principles that emphasize the preservation of the natural environment, community welfare and social values. Dowling and Fennel stated that tourism management must pay attention to the following principles:

1. Local Wisdom and Uniqueness: Tourism development and development must be based on local wisdom and "special local sense" which reflects the unique cultural heritage and unique environment in the area.
2. Preservation and Protection: The resources that form the basis for the development of tourism areas must be maintained, protected, and their quality improved. This includes protecting the natural environment and preserving cultural heritage.
3. Development of Local Tourist Attractions: It is necessary to develop additional tourist attractions that are rooted in local cultural heritage. This allows tourists to experience and understand more deeply the unique culture of the area.
4. Culture and Environment Based Services: Services to tourists must be based on the uniqueness of the local culture and environment. This includes the promotion and development of tourism products that reflect local identity and maintain environmental integrity.
5. Responsive Approach: Support and legitimacy for tourism development and development must be provided if it is proven to provide positive benefits. However, if tourism activities exceed environmental capacity limits or are not socially acceptable, control or cessation measures must be taken, even if this may increase people's incomes.

These principles serve as a guide in managing tourism in a sustainable manner, by maintaining a balance between environmental sustainability, cultural uniqueness, and the welfare of local communities.

METHOD

Research is considered a tool for every individual who wants to find truth that has objective value by using the scientific method. One type of research used is field research. This research is more focused on a qualitative approach that aims to understand social phenomena related to human resource capacity building strategies in the tourism sector. The approach used in this study is a qualitative approach.

The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from the individual or subject being studied. Viewed from his perspective, this research is included in the exploratory research category, because the researcher aims to find problems that will be discussed and investigated in detail through research activities. In this study, researchers used a descriptive exploratory approach, which focuses on strategies for increasing the capacity of human resources in the field of tourism at this time.

This type of research is qualitative descriptive research that aims to describe the strategies undertaken in improving the capabilities of human resources involved in nature tourism in Ijen Crater, Bondowoso Regency. This research was conducted through field research methods (field research). This research is based on empirical facts or phenomena that occur in tourism actors in the two districts. The results of the research will be in the form of information that is similar to a portrait, with exposure that is in accordance with the actual situation, and is based on data that is complete and typically representative.

In this study, the technique of determining informants used a purposive method. The purposive method was used to select research subjects (informants) based on certain considerations. These considerations include the informant's understanding and direct involvement in increasing the ability of Human Resources actors in the Ijen Crater Nature Tourism, Bondowoso Regency. The goal is to select informants who are truly relevant and competent in research problems, so that the data obtained is valid and can be used to build theory.

Informants in this study include stakeholders who are involved and responsible for managing tourism as a whole. The informants included Mount Ijen Volcanology officers, Mount Ijen forest rangers, tourism activists, tourists, tour service providers, traders, local communities, and the Tourism Office.

In this study, several data collection techniques were used, including observation, interviews, and documentary studies.

Observation techniques are used to observe and record directly the phenomena that occur in Ijen Crater, Bondowoso Regency, related to increasing the human resource capacity of nature tourism actors. Observations were made directly in the field to obtain detailed information about the activities and interactions that occurred.

Interview techniques were used to obtain information from informants involved in managing tourism in Ijen Crater. Interviews were conducted directly with selected informants based on a purposive technique. Specific questions were asked to informants to gain a deep understanding of human resource capacity building strategies in the tourism context.

In addition, documentary study techniques are also used in this research. Documentary studies are carried out by collecting and analyzing related documents, such as reports, policies, brochures, and other written sources related to tourism management and human resource capacity building in Ijen Crater.

By using these three data collection techniques, this research can dig up comprehensive and in-depth information about the phenomenon under study.

RESULTS

The Ijen area, which is also known as Ijen Crater Tourism, is one of the mountains that is still active today. This mountain has an altitude of 2,443 meters above sea level, with caldera walls that are between 300 and 500 meters high, and has erupted four times in 1796, 1817, 1913 and 1936. Ijen consists of a complex of volcanoes which includes the crater of Mount Ijen and highlands. This area is located in three districts, namely Situbondo, Bondowoso, and Banyuwangi.

In this volcanic area there is sulfur mining which indicates ongoing volcanic activity. When in the Ijen Crater area, visitors can see miners who are busy carrying piles of sulfur on their backs, passing through a steep road full of dangerous poison gas. Ijen Crater is the center of the largest crater lake in the world, capable of producing 36 million cubic meters of sulfur and hydrogen chloride with an area of around 5,466 hectares. This crater has extraordinary beauty with a stunning turquoise green sulfur lake with a dramatic and beautiful touch. Lake Ijen has a very high level of acidity and has a depth of about 200 meters. Its strong acidity can dissolve clothing and even human fingers

For adventure fans, Mount Ijen can be accessed in two directions, namely from the north and south. From the north, the route that can be taken is via Situbondo to Sempol (Bondowoso) via Wonosari, then continue to Paltuding. The distance between Situbondo and Paltuding is about 93 km and takes about 2.5 hours. From the south, the route that can be taken is via Banyuwangi to Licin with a distance of about 15 km. From Licin, the journey continues towards Paltuding with a distance of about 18 km, and then using a Jeep or other heavy vehicle for 6 km before reaching Paltuding. This is because the road is winding and uphill.

Ijen crater lake is known as the largest acidic water lake in the world. Ijen Crater is in the area of the Ijen Tourism Park Nature Reserve, Bondowoso Regency and Banyuwangi Regency, East Java. The phenomenon of eternal blue fire, known as "eternal blue fire," occurs inside the Ijen crater, and this natural phenomenon only occurs in two places in the world, namely Iceland and Ijen Crater. The blue fire is only visible when there is no light, therefore the ideal time to see it is between 2 and 4 in the morning, because the ascent of Mount Ijen only opens at 2 in the morning. From Ijen Crater, visitors can enjoy views of other mountains in the Ijen Mountains complex, such as Mount Merapi to the east of Ijen Crater, Mount Raung, Mount Suket, and Mount Rante.

There are various interesting activities that tourists seek and do when visiting Ijen Crater. Some of them include: (1) Challenging yourself by traversing the 3 km long track to the crater; (2) Observing the blue fire phenomenon in the Ijen crater; (3) Enjoying the beauty of the sunrise; (4) Obtain an understanding of the hard work of sulfur miners; (5) Doing instagrammable photo hunting.

Usually, tourist trips to Ijen Crater end in the morning. For tourists who still want to continue their vacation, there are several interesting tourist attractions located not far from the Mount Ijen complex, with a distance of less than 4 kilometers. Some of these tourism objects include Wurung Crater, Tirta Agung, Bogor Forest and Rainbow Trees, Blawan Waterfall, Kalipait Waterfall, Kampung Anyar Waterfall, Kalibendo attractions, and so on.

DISCUSSION

The Bondowoso Regency Government's Strategy in Improving the Managerial Capability of Ijen Crater Natural Tourism Service Actors

As previously explained, Bondowoso Regency has significant tourism potential. To optimize the tourism potential in the Ijen Crater area, the role of local government, especially in increasing the capacity of tourism actors, is very important. One of the steps taken by the Government of Bondowoso Regency is through organizing training for tourism managers. This was disclosed by Sucipno, who acts as the Manager of the Tirta Agung Tourism Village in Sumberwringin Kidul Bondowoso Village:

"The Bondowoso Regency Government has implemented a strategy to improve the Human Resources (HR) capacity of tourism actors through various trainings. Some of the training held include the Tourism Destination Management Training in June 2019, Ecotourism Guide Training in collaboration with the East Java Ecotourism Forum in June 2019 July 2019 and Tourism Awareness Group Training in November 2019."

Even though the steps taken by the Government of Bondowoso Regency through this training have been carried out, there is still an imbalance in the distribution of the regional budget, which tends to be more focused on tourism assets owned by the Regency Government and for the sake of bureaucrats alone.

From the training it can be seen that increasing the capacity of Human Resources (HR) for tourism managers which is the focus is only limited to tourism assets managed by the district government, such as Wurung Crater and Ijen Crater. Meanwhile, other tourism actors only get a limited allocation, if any. Both in terms of quotas to attend training and in annual budget allocations.

The above was conveyed by one of the individuals involved in the tourism industry, namely Ahmad Subhan. He works as an officer or staff at the Ijen Volcano Observatory whose job is to monitor the movement of the volcano and the Ijen crater and the surrounding area. His duties include monitoring through digital media, field inspections, and interactions with forestry officers, tourists, tour operators, sulfur miners, and residents around the Ijen crater. His workplace is the Ijen Volcano Observatory office located in Jambu Village, Licin District, Banyuwangi Regency. This office is about 15 km from the center of the climb to the Ijen crater and is frequently visited by various groups who are looking for information about the activities of the Ijen volcano/crater. In the context of improving the managerial capabilities of services for tourism actors in Ijen Crater, Ahmad Subhan said:

"Broadly speaking, there are tourism actors who come from Bondowoso itself, although the number is not as many as other regions. In particular, there are several examples of businesses related to Ijen tourism. First, several transport entrepreneurs from Bondowoso have independently opened their fleet's travel routes to Ijen. Second, there are a number of coffee entrepreneurs who open coffee shops or shops. However, due to lack of promotion and lack of adequate standard management of tourist areas, these businesses experienced fluctuations and some of them even chose to close. Third, there are some individuals who are trying to become tour guides and translators, but their skills in languages, tourism insights, and networking have not been fully improved."

From the existing data, it appears that Bondowoso Regency actually has quite good tourism potential to improve the managerial capabilities of tourism actors, especially the local community. However, due to limited understanding in language, tourism knowledge, and networks, these opportunities are not optimal and are often taken over by people from outside Bondowoso Regency.

Nonetheless, in recent years, there have been serious indications from the Government of Bondowoso Regency, especially the Department of Tourism, Culture, Youth and Sports, in optimizing the Ijen natural tourism object. One example is the collaboration between the Government of Bondowoso Regency and the Indonesian Hotel and Restaurant Association (PHRI).

Recently, there has been a positive development for tourism actors from Bondowoso after experiencing several difficulties. One of the indications is the emergence of travel agents with better fleets and the existence of nature tourism travel packages which cover several destinations such as Bromo, Ijen, Tabuhan Island, Baluran, with drop-off at Ketapang Banyuwangi port, as well as the Bondowoso-Surabaya route with drop-off at Juanda Airport. In addition, although there has not been a significant increase in Ijen tourist visits to Bondowoso Regency through a collaboration program with foreign travel agents in the context of tourism promotion, there are encouraging indications of improvement.

One of the inhibiting factors in improving the managerial capabilities of tourism actors in the Ijen area is the lack of comprehensive natural tourism potential mapping by the Government of Bondowoso Regency. However, this has been gradually improved considering that the Ijen area has now been proclaimed a Unesco Global Geopark (UGG) with the name Ijen Geopark.

The Bondowoso Regency Government's Strategy in Improving the Managerial Capability of the Trade System for Ijen Crater Nature Tourism

The Government of Bondowoso Regency rarely or never even organizes training or capacity building programs for nature tourism actors, including Ijen tourism. Therefore, tourism actors independently take the initiative to open their own business. If they need additional knowledge, they are self-taught and seek managerial understanding from tourism operators around Banyuwangi, Probolinggo and Bali Regencies.

Even though Bondowoso Regency has great tourism potential, its utilization has not been optimally utilized by the Regional Government. An Ijen tourist actor stated this:

"Most of the Bondowoso people have not been actively involved in the tourism sector. The majority of them are more inclined to be involved in agricultural activities, especially farming, while some others work on plantations with worker status at PTPN 12 which is known as a producer of export quality coffee, such as the Arabica type"

The plantation areas in question are located in the Sempol and Blawan sub-districts, with an area of around 4,751,450 hectares. Bondowoso Regency is proudly called the "Coffee Republic" because it has a number of plantations that develop Arabica coffee commodities. Of the 34 plantation units owned by PTPN XII, only four plantation units produce Arabica coffee, with three of them located in Bondowoso, namely the Jampit Gardens, the Blawan Gardens, and the Pancor Gardens. One other garden, namely Kebun Kayumas, is in Situbondo. The coffee produced from these three plantations has international quality and is known as Java Coffee Jampit, Java Coffee Blawan, and Java Coffee Pancur.

Bondowoso coffee commodities, especially coffee clusters developed on the slopes of Mount Ijen and Raung, are not only sold in the form of raw beans on the market, but can also be enjoyed in the form of drinks. If you want to feel the sensation of typical Bondowoso coffee, you can visit "Kampung Kopi" which is located along Jl. Pelita, Tamansari Village, Bondowoso.



Figure 1. Coffee Village Jl. Pelita Bondowoso

In addition, the lack of optimizing the capacity development of tourism actors in the Ijen area of Bondowoso Regency is caused by the domination of people from other districts, such as Jember, Lumajang, Banyuwangi, and Surabaya, as nature tourism actors in the area. Mr. Bambang Heri, together with the climbing community, is an example of tourism actors in the region. He acts as a guide (tracking guide) who directs the ascent to the Ijen crater and Mount Ranti. Apart from that, Mr. Bambang Heri also owns a stall business that sells local food or traditional dishes as well as typical Ijen souvenirs. In an effort to develop his trading business, Mr. Bambang Heri opened a shop that stood on a land leased (hereinafter referred to as compensation) from Perum Perhutani with a compensation fee of 2.5 million rupiah per year. Meanwhile, Mr. Bambang Heri and his community managed the development costs and business capital themselves.

The Significance and Implications of the Bondowoso Regency Government's Strategy for the Continuity of Ijen Crater Nature Tourism Activities

The strategy for managing services and commerce has not shown a significant impact when compared to the popularity of the Ijen Crater and the budget allocated for tourism activities, including the Ijen Crater. In 2019, the Bondowoso Regional Revenue and Expenditure Budget (APBD) reached IDR 2.058 trillion with a target of Regional Original Revenue (PAD) of around IDR 193 billion, one of which is through increasing revenue from the tourism sector. However, this PAD only contributes less than 10 percent of the total 2019 APBD.

In accordance with a report published by suara-public.com, the tourism sector is a priority for the Government of Bondowoso Regency in increasing Local Own Revenue (PAD) in 2019. This is because there are many tourist destinations in Tape City, the nickname for Bondowoso Regency, which have a potential major role in

increasing PAD through receipt of tourist fees. Regent Salwa Arifin conveyed this after the Plenary Meeting on Submission of the Regent's Explanatory Note on the Accountability Statement Report (LKPJ) of the 2018 Bondowoso Regent, which was held at the local DPRD building on Tuesday morning (26/3/2019).

In addition, the Government of Bondowoso Regency has recently made various efforts to promote tourism potential in the area. The Regent of Salwa stated that as a follow-up step, the district government plans to increase the budget allocation for the tourism sector. According to him, currently the budget allocated for the tourism sector is still very limited. Therefore, the additional budget is expected to strengthen intensive tourism promotion efforts and has the potential to increase Bondowoso's Local Revenue (PAD) in 2019.

The Bondowoso Regency Government in the 2019 Regional Income and Expenditure Budget (APBD) has a target of Regional Original Revenue (PAD) of around 193 billion. This PAD target is less than 10 percent of the total 2019 APBD which reaches around IDR 2.059 trillion. Therefore, Deputy Regent Irwan added that one of the steps taken to achieve the 2019 PAD target was to develop the tourism sector, considering that Bondowoso has a lot of potential in this field.

In addition, the Head of the Bondowoso Regional Revenue Agency (BPD), Endang Hardiyanti, also stated that in order to achieve the 2019 PAD target, the BPD will optimize all potential taxes, fees and other regional revenues. For example, revenues from food and drink taxes, hotels and restaurants, and levies will be increased.

From the news above, it is clear that currently the Bondowoso Regency government is still in the planning and rescheduling stages of the tourism program. This shows that there is no seriousness in implementing strategies to promote Ijen Crater Nature Tourism and the development of the trade sector and tourism services. Comparison with the neighboring district, Banyuwangi, which also manages the Ijen Nature Tourism Area, shows that Bondowoso has not been able to carry out similar efforts in exploiting this tourism potential.

Implementation of the Regional Regulation on the Management of the Ijen Crater Nature Tourism Area in Bondowoso Regency

The implementation of regional regulations regarding the management of the Ijen Crater Nature Tourism Area in Bondowoso Regency is still limited to formalities and seems to only spend the budget. This can be seen from the number of formal forum events compared to the field activities carried out. This formal forum includes seminars and training activities which are usually held in certain places or halls, which are attended by some experienced tour operators, while others only join in. This activity is still far from the actual tourist attraction.

However, the field activities expected by the service and commercial community, including assistance in business development and marketing, assistance in creating tourist sites, online marketing training, training of tour guides at tourist sites, and so on, appear to be more practical than theoretical. For example, in terms of assisting the coffee activist community in Ijen Crater, the University of Jember Research and Community Service Institute (LP2M) has carried out its duties.

This research also found a Forest Area with a Special Purpose (KHDTK) or Research Forest which had been designated as a status through the Decree of the Minister of Forestry Number SK.22/Kpts-II/2004 on June 22, 2004. The area is located in Legan Hamlet, Sumberwringin Village, Sumberwringin District. This forest is overgrown with various types of plants that are very old, such as *Pinus Merkusii* which is almost 100 years old, petung bamboo with the size of an adult man's body, rainbow tree or Rainbow Eucalyptus with a size of about 2-3 the span of an adult man's hand, and so on. The people around Sumberwringin call this forest area the Bogor Forest. However, this research forest has not shown any signs of research being carried out. Even so, the government of Bondowoso Regency through the Tourism Office has tried to make this forest area an alternative tourist destination, namely as a means of educational tourism or nature tourism.



Figure 2. Rainbow Forest or Bogor Forest in Sumberwringin Bondowoso

CONCLUSION

Based on the results of research on Human Resource Capacity Building Strategies for Nature Tourism Ijen Crater in Bondowoso Regency, the following conclusions are obtained:

First, in Bondowoso Regency, there is the Mount Ijen Natural Tourism Area which is a potential natural resource. Mount Ijen, also known as Kawah Ijen, is an active volcano located within a conservation area with nature reserve status. This mountain has a height of 2,443 m above sea level and is surrounded by a caldera as high as 300-500 meters. This area consists of the crater of Mount Ijen and the highlands. Ijen Crater is the largest crater lake in the world which produces around 36 million cubic meters of sulfur and hydrogen chloride. The area reaches 5,466 hectares. Lake Ijen has zero acidity and reaches a depth of 200 meters. The beauty of this lake is so extraordinary with sulfur water that is turquoise green, creating a dramatic and beautiful view. In addition, in the early hours of the morning between 02.00-04.00 WIB, a unique phenomenon occurs, namely "blue fire", which can only be found on Mount Ijen. The combination of beauty and this rare phenomenon has made Ijen a popular tourist destination, even attracting visitors from abroad.

Second, in an effort to improve the managerial capabilities of service actors in the Ijen Crater Nature Tourism Area, it appears that Bondowoso Regency has quite good tourism potential in order to improve the managerial skills of tourism actors, especially among the local community. However, limitations in understanding language, tourism knowledge, and work networks have resulted in these opportunities not being optimal and instead being used by people from outside Bondowoso Regency. However, in the last 2-3 years, there have been serious indications from the Government of Bondowoso Regency (the Department of Tourism, Culture, Youth and Sports) in optimizing the potential of Ijen's natural tourism objects. This can be seen from the collaboration between the Government of Bondowoso Regency and the Indonesian Hotel and Restaurant Association, as a concrete step in improving managerial and marketing capabilities in the tourism sector.

Third, in order to improve the managerial capacity of the trade system in the Ijen Crater Nature Tourism Area (KWA), the local government has made various efforts, especially in increasing the capacity of tourism actors. One of the efforts made by the Government of Bondowoso Regency is to provide training to tourism managers. Even though this strategy has been implemented, there are still imbalances in the distribution of regional budgets, where more funds are allocated for tourism assets owned by the Regency Government and for the interests of bureaucrats, without taking into account the interests of tourism actors. As a result, the strategy undertaken has not yet reached an optimal level and has not been fully integrated as practiced by other regions in managing the trading system of natural tourism areas.

Fourth, the strategy for managing services and commerce in the Ijen Natural Tourism Area (KWA) is considered to have not had a significant impact when compared to the popularity of KWA Ijen and the budget allocated for tourism activities, including KWA Ijen. This was also acknowledged by the head of the Bondowoso Regency government, who stated that over the past few years, the budget allocated by the local government for tourism management was still minimal, but there were plans to increase the budget in the coming regional expenditure year.

Fifth, the implementation of regional regulations regarding the management of the Ijen Crater Nature Tourism Area (KWA) in Bondowoso Regency has not been carried out significantly and is more of a formality in nature, giving the impression that it is only spending the budget. This can be seen from the dominance of formal forum activities over real field activities. The formal forum in question is events such as seminars and training held in certain places or halls, attended by some tourism actors who may have experience, while some others participate because of obligation, far from the location of the tourist object. There is no measurable follow-up from the activity to the formal requirements, and there are significant differences between the material presented in the forum and the real needs that should be implemented in the field.

RECOMMENDATION

The following are recommendations from researchers to increase the human resource capacity of tourism actors in the Ijen Crater Tourism Area, Bondowoso Regency:

1. Training and Education: Organizing comprehensive training and education for tourism actors, including local communities, regarding tourism management, developing job skills, understanding local culture, and environmental sustainability. This will help improve their knowledge and skills in managing and providing quality tourism services.
2. Collaboration with Education and Training Institutions: Building cooperation with related education and training institutions, such as universities, tourism training institutions, and research institutions, to provide specific education and training programs that suit the needs of the tourism industry in Ijen Crater. This will help increase the competence of tourism actors and strengthen the quality of human resources in the tourism sector.
3. Network Development and Cooperation: Encouraging the formation of networks and cooperation between tourism actors, local governments, tourism agencies and local communities. This will facilitate the exchange of knowledge, experience and resources, as well as promote collaboration in managing and marketing the Ijen Crater Tourism Area effectively.
4. Use of Technology and Innovation: Encouraging the use of information and communication technology in tourism management, such as mobile applications, online ordering platforms, and digital marketing. In addition, encouraging innovation in the development of unique and attractive tourism products and services, to increase the competitiveness of Ijen Crater as a tourist destination.

5. Sustainable Environmental Monitoring and Management: Strengthen environmental monitoring and management in Ijen Crater, by preserving nature, promoting environmentally friendly practices, and involving local communities in conservation efforts. This is important to maintain the long-term natural beauty of Ijen Crater and provide visitors with a responsible tourism experience.

The implementation of these recommendations is expected to increase the human resource capacity of tourism actors, improve tourism management, and support sustainable tourism development in Ijen Crater, Bondowoso Regency.

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