

Empowering human resource in the development of the Celosia Flower Park as a leading tourist attraction: Insights from Taman Bukit Cinta Santewan Indah, Bireuen, Indonesia

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ABSTRACT

The Taman Bukit Cinta Santewan Indah tourist attraction, located in Bireuen Regency, Aceh, Indonesia spans 11 hectares and was originally a shrubland that has been developed into a tourist site through village funding. Despite its significant natural beauty, the management of this tourist attraction lacks collaboration with human resource (HR) potential, economic activities, and other relevant initiatives. Observations indicate that the management is conducted autonomously by the local community with a spirit of mutual cooperation; however, the lack of management knowledge poses a significant challenge. The student organization from the Capital Market Study Group (KSPM) intervened by conducting a SWOT analysis to identify the potential of human resources and economic opportunities. One of the strategies jointly agreed upon by village officials and the community is the development of a Celosia flower garden as a selfie spot, given that the majority of potential tourists are young individuals who favor picturesque or Instagrammable locations. KSPM acts as a supporting entity in the implementation of this program. The development of the Celosia flower garden is not only economically advantageous and easy to manage but also aligns with the local climate of Bireuen City. This program aims to enhance the village's tourism potential and the local community's capacity to manage tourism, as well as to broaden promotional efforts, with the expectation that within three years, it will become a prime tourist destination.

KEYWORDS

Tourist Attraction; human resource development; Celosia Flower Park; community management

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1. Introduction

The development of tourist villages as part of efforts to enhance rural economies continues to be a focus for the government. On August 4, 2023, the Minister of Village Affairs, Disadvantaged Regions, and Transmigration (Mendes PDTT), Abdul Halim

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Iskandar, inaugurated a new tourist destination in Geulanggang Gampong Village, Kota Juang Bireuen, named "Taman Bukit Cinta Santewan Indah." This tourist attraction occupies an area of 11 hectares, previously a shrubland, and was developed using village funds amounting to IDR 200 million. The presence of nearly a thousand residents at the inauguration event reflects the community's enthusiasm for this tourism potential.

Taman Bukit Cinta Santewan Indah boasts extraordinary natural beauty and has the potential to be developed into a premier tourist destination. However, at present, the management of this tourist site is not optimal, particularly in terms of collaboration with local human resources (HR), potential activities, and economic activities that could support its sustainability. Despite having an average daily visitor count of around 100 people and up to 800 visitors during special events such as motocross, this tourist attraction still faces significant challenges regarding management and promotion.



Figure 1. Tourist Attraction of Taman Bukit Cinta Santewan Indah

The main obstacle faced is the lack of knowledge among local residents in managing and maintaining this tourist site. The garden planned in the master plan has not yet been developed optimally, with few flowers planted and a lack of seedlings as well as understanding of garden maintenance. The management activities undertaken autonomously by the village's PKK (Family Welfare Empowerment) group have also not yielded satisfactory results. The greatest concern is that without appropriate intervention, this garden could revert to an unkempt area.

Amidst this situation, student organizations (KSPM) see a great potential for development. Based on discussions with village officials and the community, Ormawa

proposed the empowerment of the Celosia flower garden as a selfie spot that could attract more visitors, especially young people who favor "Instagrammable" locations. The Celosia flower garden was chosen due to its relatively low maintenance costs, ease of management, and compatibility with Bireuen's climate. This strategy is expected to enhance tourism appeal while providing additional income for the village through entrance ticket sales and other economic opportunities for local residents.



Figure 2. Selfie spot at Celosia Flower Park

Furthermore, to make this tourist attraction widely known, active promotion through social media and the involvement of community leaders is essential. The rapid dissemination of information in the digital age can be leveraged to elevate the profile of "Taman Bukit Cinta Santewan Indah." The empowerment of the Celosia flower garden is also relevant to the goals of Ormawa, particularly the Capital Market Study Group (KSPM), which plans to introduce capital markets to the younger generation visiting this tourist site. Thus, collaboration among the village government, the community, and Ormawa is expected to establish "Taman Bukit Cinta Santewan Indah" as a premier tourist village in Bireuen Regency.

2. Method

2.1. Development of tourist villages

The development of tourist villages is a crucial strategy for enhancing local economies, particularly through the optimization of village potential. According to Ahdinoto as cited

in Jariah (2021), there are five main components in the development of a tourist attraction: tourism attractions, promotion and marketing, tourism markets (tourists), transportation, and the host community. These components are interrelated and essential for creating sustainable tourist destinations.

Aceh, as a region implementing Islamic law, has significant potential for developing halal tourism. Halal tourism is a form of tourism that fully adheres to Islamic principles, including the halal status of the activities and products offered (Jaelani, 2017). The implementation of halal tourism involves providing services that meet the needs of Muslim tourists, such as halal accommodations, prayer facilities, and an environment conducive to the proper conduct of worship (Majelis Ulama Indonesia, 2020). Abdul Kadir Din, as cited in Wira Nugraha (n.d.), adds that there are ten ideal components in halal tourism, including awareness, attractiveness, accessibility, and accountability. These components provide a foundation for developing sharia-based tourism that is welcoming to Muslim travelers.

2.2. Models of tourism management

Various models of tourism development have been implemented worldwide to accommodate the sector's evolution. One popular model is the Pentahelix, which connects five essential elements: academia, business, community, government, and media. This model aims to create an innovative, knowledge-based tourism ecosystem (Abdul Muhyi, n.d.). Additionally, the Hexahelix approach serves as a comprehensive framework for integrating various stakeholders in tourism development (Firmansyah, n.d.).

Community-Based Tourism (CBT) is a model that emphasizes active community participation in tourism management. Hausler, as cited in Herdiana (2019), states that community-based tourism management can ensure environmental sustainability and the preservation of local culture, allowing tourism to develop while respecting local values. In the context of Islam, Halal Tourism or sharia tourism, as defined by Farahani and Anderson, represents a form of tourism conducted by Muslims in accordance with halal principles (MUI, n.d.).

Moreover, there is also a forecasting model used to predict tourist arrivals. By utilizing this forecasting method, tourism managers can better prepare for facility planning and marketing strategies (Nur Rais et al., 2020). Focus Group Discussions (FGDs) employing the Problem Analysis and Solutions Method (MAAMS) are also frequently used to identify and resolve issues arising in tourism development (Sulistiyadi et al., n.d.).

In the digital era, digital tourism is an increasingly relevant model. Technologies such as the internet, artificial intelligence (AI), and cloud computing play a significant role in

enhancing service quality and tourism management (Liu, n.d.). These technologies facilitate improvements in operational efficiency, data management, and visitor experiences through the integration of intelligent management systems.

Finally, the Index of Irritation (Irridex) model developed by Doxey (1975) is used to measure changes in local community attitudes toward tourists as a tourist destination develops. Understanding the social and environmental impacts of tourism helps maintain a balance between the needs of visitors and local communities (Pavlić & Portolan, 2015).

Collectively, these models indicate that effective tourism management requires synergy among various community elements, technology, and policy to ensure the sustainability and enhancement of tourism destination quality.

3. Method

The program implementation method is conducted through a series of structured and systematic stages. The first stage is program planning, during which the student organization identifies the needs and potentials present in the target village. This process involves initial observations and intensive discussions with the community and village officials to formulate a strategic plan. The objectives and goals of the program are then clearly defined, ensuring that each implementation step is directed toward achieving optimal outcomes.

The next stage is program execution, which is divided into three sub-stages. First, in the Detailed Planning Stage, the student team develops a schedule and designs specific activities that align with the local community's conditions and needs. Second, the preparation stage involves forming three working groups: a selfie spot group, a flower garden group, and a promotion group. Each group is guided by three student representatives who are responsible for overseeing and coordinating the execution of activities. Third, the activity implementation stage begins with introducing the program to the local community through introductory sessions and program socialization, aimed at enhancing understanding and community involvement. Following this, the activities progress to the program application stage, where the community, along with the students, carries out various tasks such as creating selfie spots, planting flowers, and promoting tourism through social media.

Subsequently, program evaluation is conducted to assess the achievements of the implemented program. This evaluation includes measuring the level of community involvement and the program's effectiveness in achieving the established goals. Feedback obtained from the community and program participants is used as evaluation material for future improvements.

Finally, post-program activities are conducted to ensure the sustainability of the initiatives initiated during the program. Ongoing monitoring is performed to evaluate the management of the flower garden, selfie spots, and tourism promotion activities, ensuring that the program's impacts continue to be felt by the local community. To support the execution of this program, various techniques and instruments are employed. The research is carried out descriptively with a participatory approach, where the primary instruments used include direct observation, interviews, and questionnaires. The data collected are analyzed both qualitatively and quantitatively to evaluate the program's impact and measure success in achieving the predetermined targets. Thus, this methodology allows for replication by other researchers with similar qualifications to obtain comparable results.

4. Results and discussion

4.1. Results

The implementation of this activity was carried out through several stages, including program planning, program execution, and program evaluation. In the planning stage, the student organization began by conducting a series of internal activities, such as consolidation, socialization, training, and assistance in forming the implementation team. Results from field surveys and direct observations were used to identify the potential, problems, and needs of the local community. Based on these findings, a work program was developed to address these needs. Additionally, monitoring and evaluation instruments were designed from the outset to ensure that the program runs according to plan and that its success can be measured.

Subsequently, the program execution phase was divided into several sub-stages. During the preparation stage, cooperation agreements were made with the residents of the village. The establishment of local institutions was also carried out, covering areas such as promotion, scheduling activities, and organizing working groups. Three working groups were formed, namely:

1. The Celosia Flower Garden Group with 10 members led by Tgk Suryadi (Tgk Imum Desa).
2. The Selfie Spot Group with 5 members led by Masyukur ST (Chairman of the Youth Organization of the Village).
3. The Promotion and Media Group with 5 members led by T Irvan Taufik (BUMG Desa).

In the application stage, technical assistance was provided, which included seedling production, land preparation, planting, and plant maintenance. Additionally, the selfie

spot area was developed with various decorative elements such as butterflies, windmills, and hanging umbrella gardens.

Following the implementation of the activities, program evaluations were conducted. Program evaluations were performed weekly to monitor the progress of implementation. Routine monitoring included evaluations of output documents, field visits, and reviews of work procedures to ensure clarity and effectiveness in program implementation. Final evaluations (post-tests) were used to compare results with the established targets. Furthermore, the team compiled an activity logbook and processed and analyzed data from pre-tests and post-tests. Ultimately, a report was prepared to evaluate the overall process and results of the program.

The post-program stage involved an audience with local government to present the results of the activities and explore the potential for program sustainability. A follow-up plan was developed to ensure that the established institutions could operate effectively and that the "Celosia" flower garden program could continue as part of the "Taman Bukit Cinta Santewan Indah" tourist village. Overall, this program not only successfully empowered the local community in managing the village's tourism potential but also created significant economic impacts by utilizing the flower garden and selfie spots as major attractions for tourists.

4.2. Discussion

The development of a tourist village through the planting of celosia flowers and the creation of selfie spots has proven to be an effective strategy for enhancing the local economy. Entrepreneurship training was also provided to the village community to support local economic development and program sustainability. The steps taken in this program included an analysis of the village's potential, infrastructure development, community empowerment, and promotional strategies focused on social media and partnerships with various stakeholders.

With these measures, it is hoped that this program will not only contribute to increasing tourism attractiveness but also enhance the welfare of the community through sustainable local economic empowerment.

5. Conclusion

The enhancement of community income through the collaboration of natural resource potential, human resource capabilities, activity potential, and economic activities is achievable by empowering the Celosia flower garden and establishing selfie spots as a strategic approach to developing the Taman Bukit Cinta Santewan Indah tourist village.

The integration of these elements has demonstrated that the flower garden can create a distinctive and natural ambiance that attracts visitors. Similarly, the selfie spots serve as a significant draw for young individuals, encouraging them to explore the area.

Furthermore, improving the community's knowledge and skills in promoting and developing Taman Bukit Cinta Santewan Indah as a leading tourist village in Bireuen Regency, Aceh Province can be effectively accomplished through training and workshops.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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