

# Effect of Tourism Awareness Work Culture on Visiting People Satisfaction at Muaro Lasak Beach

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**Abstract.** Today, the Government is trying to make tourism the main foreign exchange earner in spurring the wheels of the National Government by utilizing its resources, both natural resources and human resources who manage it. The tourism development that is actively being carried out is expected to be a reliable economic activity to increase Regional Original Income, expand job opportunities, especially for communities around tourist objects, and develop the regional economy. Indonesia's potential in the tourism sector is enormous. Indonesia has many tourist destinations, such as the sea, history, culture, mountains, and so on. Each province in Indonesia has its characteristics, including West Sumatra, which has various tourist destinations. However, the tourism potential has not been supported by facilities and infrastructure as well as clear policy directions regarding tourism in this area. A work culture that has not become an awareness for officials and the community around tourist sites can also cause visitors to feel dissatisfied. The purpose of this research is to analyze the policy model of tourism awareness work culture among tourism officials and the tourism community to increase community satisfaction when visiting tourist sites. The formulation of the problem in this study is divided into two, namely qualitative and quantitative. Quantitative problem formulation is to see the relationship between work culture variables and visitor satisfaction. Meanwhile, the problem formulation qualitatively is to see how the tourism conscious work culture policy model will be built and what factors will become obstacles in building this work culture. This study used a combination method, namely a quantitative and qualitative approach, and analyzed using AHP (Analytical Hierarchy Process). The research results and conclusions in this study state that the variables of work culture and visitor satisfaction influence each other. Then based on the results of the SWOT analysis and also AHP, that there is a sequence of tourist locations that are favorite destinations for the community with the highest order, namely Mandeh Area (41%), Muaro Lasak Beach (27%), Air Manis Beach (19%) and Lake Singkarak (13%)

**Keywords:** Tourism, Apparatus Work Culture, Tourism Conscious Work Culture, Visitor Satisfaction.

## 1 Introduction

Today, the government is trying to make tourism one of the main foreign exchange earners in spurring the wheels of the national government by utilizing its resources, both natural resources and human resources who manage it. Tourism development is carried out by developing and utilizing existing tourism resources and potentials. It is hoped that this can become a reliable economic activity to increase Regional Original Income, expand job opportunities, especially for people around tourist objects, and encourage regional development and introduce nature, values, and regional culture.

One of the areas that are currently in the development of tourism in West Sumatra. West Sumatra has almost all types natural tractions such as the sea, beaches, lakes, mountains, and canyons. Besides natural and cultural tourism, West Sumatra is also famous for its culinary tourism. This is the main asset to make West Sumatra a tourist destination. The clarity of the direction of tourism policy in West Sumatra is an important factor so that the development of West Sumatra tourism can be carried out properly. Tourism segmentation, target markets, products, and West Sumatra's position in the tourism sector are all factors that can advance tourism in West Sumatra. The tourism development is not only limited to natural potential, facilities, and the role of the government but also involves the community as people who are involved or interact directly with tourists.

One of the tourism problems in West Sumatra Province is that it does not have a clear policy direction, this was conveyed by Sari Leggogeni as West Sumatra Tourism Observer (**source of Haluan Newspaper accessed on April 4, 2017**). This is because the Province of West Sumatra is not ready to develop the existing tourism potential so that there has not been a clear policy direction in the tourism sector. This happens, because tourism has not become the focus of the government, and tourism planning is not yet mature. West Sumatra has enormous potential to attract tourists from outside West Sumatra to visit.

Another problem is in the service and facilities section. Services provided by the community, government, and tourist destination managers, many officers who do not provide excellent service make visitor satisfaction decrease. This is consistent with what is written in **Ender Sugiarto's book (2002,218)** which states that customers buy services not products so that service providers must provide excellent service to service recipients, in this case visiting tourists.

Also, what becomes a problem related to the support needed so that the community always visits and/or returns to a tourist attraction is the availability of various supporting facilities, such as transportation, roads to the location, including lodging, and hotels for visitors/tourists. For the convenience of visitors/tourists while in the vicinity of the area, or in regencies and cities where tourist sites are located, there must be the readiness of the tourism community and the apparatus in the form of a positive work culture that supports various aspects of this tourism sector. Among them is the friendliness of the people in the tourist area, the availability of adequate instructions regarding tourist areas and other supporting instructions, adequate lighting, means of assessment, culinary, all of which must be owned by human resources and understanding and awareness of capable tourism work culture. increase visitor satisfaction.

Another problem is that there is still no continuous synergy of coordination between regional apparatus organizations (OPD) involved in building a culture of tourism awareness. The development and improvement of tourism involve many components including related OPDs, for example, coastal tourism areas involving tourism OPDs, cultural OPDs, disaster management OPDs, Cleaning OPDs, health OPDs, small and medium enterprise OPDs, Civil Service Police Unit OPDs, and security apparatus agencies. as well as defense agencies.

For this reason, increasing human resources in the tourism sector needs to be continued by

developing and utilizing existing tourism resources and potentials. It is hoped that tourism development can become a reliable economic activity to increase local revenue, expand job opportunities, especially for communities around tourist objects, and encourage regional development and introduce nature, values, and regional culture. Tourism is a product that can be offered to the market for attention, possession, use, or necessity.

## 2 Methodology

The combination method (*Mixed Methods*) was used in this study. A qualitative research approach is carried out to identify positive and negative work cultures in building awareness of tourism based on local wisdom among the apparatus and the surrounding community. After the data is collected, the data is used as a reference in making a questionnaire for a quantitative research approach. The two results were then analyzed using the AHP (*Analytical Hierarchy Process*) method, which later will be used as the foundation for the formulation of a tourism conscious work culture policy model by the objectives of this study. The use of AHP is to develop local wisdom-based policy formulations related to a tourism-conscious work culture that can increase visitor satisfaction in West Sumatra.

The research population in this paper is the State Civil Apparatus (ASN) in the Regional Apparatus Organization (OPD) and the tourism community in each location.

## 3 Finding and Discussion

The results of research by quantitative found that at the location of Scenic Lake Batur, the influence of variables Culture Work towards satisfaction of visitors is at 61.1%; at Muaro Lasak Beach by 27.6%. However, at the Air Manih Beach Tourism location and also the Mandeh Tourism Area, there is no influence of the Work Culture variable on visitor satisfaction. The influence of Work Culture on Visitor Satisfaction at two tourist sites, namely Lake Singkarak and Muaro Lasak Beach is due to several things, namely: 1) The presence of apparatus who is visible and on guard at tourist sites so that visitors feel safe when visiting tourist sites; 2) There is the improvement of facilities and infrastructure in the surrounding tourism location, such as the health centers and also offices Wali Nagari in around Lake Batur. At the location of the beach Muaro restless even already made arrangements communities who seek a living d I about the location these. Structuring the well is assumed by researchers as one of the contributors to the culture of work in the location it becomes better; 3) The existence of regular and periodic *Tour De Singkarak activities*. Although the activity is not always across Lake Batur, will but the event is across the region travel more in the province of West Sumatra.

While the results of the study are qualitatively using analysis SWOT on the location of travel of Lake Batur, Turkish Muaro restless, Turkish Air Manis, and Region Tourism Mandeh, on *Strengths* (Strength) which are owned, each location of tourist's view of the nature that is beautiful, the location of which strategic, infrastructure which is quite adequate, the story genuine people who make visitors interested, as well as the variety of tourist marine that can be enjoyed. At points *Weaknesses* (Weakness), weaknesses in each location of travel this is not the management or organization which manages, the way toward the location of travel is still bad, the amount of garbage on the location of travel, levies park wild so visitors have to expend the cost of excess, and most The main is not the availability of *Sar Rescue* at the location of

travel. On *Opportunities* ( Opportunities ), each location of travel is to improve the fieldwork for the people in the surrounding location of travel. They can sell food typical of West Sumatra. To meet the needs of economic them, activities to sell it also can be used as event promotion tour of culinary for visitors to not only tour the natural course which is known by the visitor, will but also the food traditional West Sumatra, which will be known by many people. Besides that, the easy access also makes the location of travel is frequently visited by the public. And the last at the point *Threats* ( Threats ), at all four locations, travel this is still a lack of awareness on the visitor location travel to maintain the cleanliness of the location of travel.

The last one is the research result based on the AHP analysis. Region Tourism Mandeh is in the position of the highest that is at 41%, then Turkish Muaro peevish (27%), Turkish Air Manis (19%), and the latter are the Lake Batur by 13%. Government Regional at all four locations travel is at essentially been working to build up the formulation policies that systematically invite the interest of many travelers local and foreign tourists to pay a visit to the region.

In essence, visitors who feel satisfied at a tourist location, then they will come back again and even they will also recommend this location to others. The tourism awareness work culture that is owned by the apparatus and also the surrounding community can form an image of a tourist destination. Destinations will be known as tourist destinations that are friendly and able to provide satisfaction when traveling.

#### 4 Conclusion

Conclusions were obtained in the study of this is necessary for the existence of a policy that was developed by the Government of the Regional and Community Tourism in increasing the satisfaction of visitors in the form of feedback. For example, at each location of travel is provided a box to deliver an assessment that is perceived by visitors when they finished traveled in areas that, not only in the form of a box suggestion, but the Government of Regions also can provide through the application of formal complaints related to the service of tourism. It is in line with that expressed by **I Gusti Ayu Eka Suwintari (2012)** that the availability of means of information and a means to convey the complaints and feedback through can help create value-added to increase the satisfaction of visitors a site tour.

Besides that, a policy which relates with Planning and Management of Power Pull Tourism duly performed its formulation by considering the various values of wisdom locations that can be global as in the development of power Pull tour based on the wisdom of local by the area that concerned

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