HR Skills Role and Physical Environment on Tourist Satisfaction in Tourism Destination

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ABSTRACT

Tourist satisfaction is a cornerstone of the tourism industry, holding immense significance for destinations seeking to thrive in a competitive global landscape. However, this research aimed to identify the influence of HR Skills and Physical Environment on Tourist Satisfaction. This research uses quantitative methods, such as distributing questionnaires to 50 respondents who have visited Rumah Sunset 40 Cafe Resto and Villa, using the Accidental Sampling method. The collected data were analyzed using Statistical Package for the Social Sciences (SPPS) and analyzed using descriptive statistics (mean and standard deviation). The results showed that HR Skills and Physical Environment affect Tourist Satisfaction reaching 81.9%.

Keywords: Skills, Human Resource, Physical Environment, Satisfaction, Tourism.

1. INTRODUCTION

The tourism and business industry has become a global force that significantly impacts economies worldwide (Zahara, 2022). Its success is closely linked to various factors, including destination image, attractions, tourist satisfaction, and physical environment (Kanwel et al., 2019), (Chu et al., 2022), (Sharif & Lonik, 2020), (Hussain et al., 2023). In addition, tourism has enormous potential to drive economic growth in various destinations, with the flow of tourists and industries continuing to increase in various countries (Comerio & Strozzi, 2019). According to the United Nations World Tourism Organization (UNWTO), tourism is a crucial driver of socioeconomic progress through job and business creation, export earnings, and infrastructure development (Bayih & Singh, 2020).

Despite its definite contributions, tourism's broad reach also brings various challenges. Environmental, social, cultural, and economic issues have emerged in various destinations, highlighting the need for a more sustainable and responsible approach to development (Bayih & Singh, 2020). In the early stages of tourism development, newly established destinations often have an abundance of resources and facilities compared to tourist demand, allowing visitors to experience what the destination has to offer (Long et al., 2022).

This development is inevitably influenced by the continuous interaction between destination managers, service providers, and guests (Čuić Tanković et al., 2023). Managers bear an essential responsibility, one of which is to ensure visitor satisfaction. A positive first impression is essential to attract new customers and foster loyalty. However, measuring traveler satisfaction, a subjective concept, presents significant challenges. Despite these difficulties, traveler satisfaction remains a crucial focus of the tourism industry, playing an essential role in the success of a destination (Van et al., 2021). Understanding traveler satisfaction is crucial. It reflects the customer's overall perception of their experience and their reaction to whether their needs were met (Rajput & Gahfoor, 2020). In a competitive market, traveler satisfaction is a significant concern for destinations, directly affecting future visitor behavior. Satisfied visitors are more likely to return, thus emphasizing the importance of understanding and maximizing satisfaction levels (Van et al., 2021).

The importance of tourist satisfaction is undoubtedly influenced by various factors, including HR skills and skills possessed by human resources. In addition, (Browne, 2021) suggests that the skills of its human resources need to be adjusted through skill upgrading and retraining methodologies. Improving employee skills will certainly affect tourist satisfaction and service quality. Human resources are the most essential element, and without them, there would be no industry. Humans with their knowledge, skills, and expertise, effectively utilize other organizational resources such as technology, capital, buildings, and machinery and take the organization to new levels of success (Čuić Tanković et al., 2023a), (Ganie & Dar, 2020).

Tourist satisfaction to be achieved, most destination managers need to make concerted efforts to improve staff competencies and build good customer relationships (Syakier & Hanafiah, 2022). In addition to HR skills, the physical environment is also one-factor affecting tourist satisfaction. A pleasant physical environment, such as cleanliness,

decoration, artifacts, layout, and music, can determine, to a large extent, the overall level of customer satisfaction and subsequent customer behaviour (Han & Ryu, 2009). The correlation between satisfaction and subsequent traveler behavior is critical in understanding the dynamics of traveler loyalty and retention (Jadon & Kumar, 2024). Hence, according to the above statement, this research explores the skills of human resources (HR) and the overall physical environment of a destination interact to influence tourist satisfaction at Rumah Sunset 40 Cafe Resto and Villa.

2. LITERATURE REVIEW

2.1. HR Skills

Humans can learn and improve abilities necessary for effective utilization (Damit et al., 2019). While equipment and materials are essential, a company's true power lies in its people. Human resources, with their specialized HR skills, unlock the potential of all resources by effectively managing talent, fostering a positive work environment, and ensuring smooth operations. This empowers employees to drive the company's success (Qader et al., 2021).

Human resource skills are related to the skills, knowledge, and abilities of employees that will improve their performance in the organization, upskilling and reskilling of human resources can be the best method to modify the abilities, skills, knowledge, and behavior of the workforce that will improve competitiveness (Zayed et al., 2022). Subsequently, the dimensions of HR skills are upskilling and reskilling (Zayed et al., 2022). Upskilling refers to someone gaining new skills to help with their job responsibilities. For example, tourism managers take customer service training to improve their communication, conflict resolution, and stress management skills. On the other hand, Reskilling refers to someone who needs knowledge and skills to take on different or entirely new roles. For example, a tourism manager learns new technology and web design skills to develop and manage an attractive and informative tourism website (Li, 2022).

H1: HR Skills has a positive and significant influence on Tourist Satisfaction.

2.2. Physical Environment

Kotler states that elements of the physical environment are evaluated under the concept of atmosphere and defines atmosphere as the conscious design of an environment to impress consumers. Meanwhile, according to Bitner, the physical environment is the concept of servicescape, a made environment. Hoffman and Turley also state that the physical environment consists of tangible (such as buildings, decorations, furniture, etc.) and intangible (ambient temperature, odors, colors, music) elements (Baş & Özdemir Güzel, 2020). The physical environment should be designed for human comfort and health. A balance between evolving needs and environmental sustainability is essential (Peng & Jia, 2023). In addition, the physical environment can be both a constraint and an attraction for visitors (Zhang et al., 2018), (Bayih & Singh, 2020), (Sui et al., 2023) also stated dimesion of physical environment include: 1) Sensory design elements (colors, sounds, and textures). 2) Engagement qualities (intensity of distracted activity such as crafting or commuting). 3) Social relational aspects (privacy or connection). 4) Affective experiences evoked by being present in the space itself (feeling safe, calm, in control, self aware, or creative was beneficial).

H2: Physical Environment has a positive and significant influence on Tourist Satisfaction.

2.3. Tourist Satisfaction

Satisfaction is essentially a function of previsit expectations and postvisit encounters (Asmelash & Kumar, 2019). According to Yoon and Uysal, tourist satisfaction plays an essential role in the success of tourism destination marketing, as it influences destination choice, consumption of tourism goods and services, and the decision to return to the destination (Ghanbri et al., 2019), tourist satisfaction can also be determined by comparing visitor expectations with experience (Chin et al., 2022).

Tourist satisfaction is an emotional response when assessing the difference between expectations and perceptions regarding service performance and actual performance obtained through physical interaction with products and services. If the service quality expected by the customer is lower than the service perception, the customer will feel dissatisfied (Čaušević et al., 2024),(Kornelius & Chintya Dewi Buntuang, 2022). Services that meet consumer expectations will create satisfaction (Auliya & Prianti, 2022). (Guizzardi & Mariani, 2021) stated tourist visiting a destination are often more satisfied with their trip if they have a good overview of what the destination offers. Satisfaction is created by comparing customer expectations before and after consumption (Ardani et al., 2019). According to Oliver & Swan, satisfaction occurs when customers receive benefits or value based on what the customer spends (cost, time, and effort) (Mai et al., 2023).

One of the most critical determinants of tourists satisfaction or dissatisfaction with a destination manager points to specific natural resources such as beaches, parks, and the natural environment, including the climatic features of the destination, cultural heritage, history, and traditions. Tourist satisfaction is influenced by two main factors: The skills of human resources to service and the physical environment that is the attraction of the destination. Attractions include natural beauty, culture, history, and climate(Bulatović et al., 2019), (Liu et al., 2023). Dimensions of tourist satisfaction include satisfaction with tourism quality, satisfaction with attractions and satisfaction with accessibility (Bayih & Singh, 2020).

H3: HR Skills and Physical Environment have a positive and significant influence on Tourist Satisfaction.

3. RESEARCH METHODS

The study uses a quantitative approach with a descriptive analysis. The data is analyzed using descriptive statistics to provide an overview of the respondents' demographics and opinions. Additionally, multiple regression analysis is used to identify the relationships between variables and to predict the outcomes based on the data collected.

The data is collected using the accidental sampling method, which involves collecting data from people who are easiest for the researcher to reach and who might have the information. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it cannot produce generalizable results (Mweshi & Sakyi, 2020). Based on preliminary data obtained by researchers, 50 people were respondents. This research was distributed to tourists who have visited Rumah Sunset 40 Café and Villa, Central Sulawesi.

4. RESULT AND DISCUSSIONS

Table 1. Descriptive Statistics Result

Variable	Indicator	N	Mean	Std. Deviation	Description
HR Skills (X1)	Efficiency and Effectiveness of Services	50	3.9600	.72731	The highest indicator
	Innovation and Creativity	50	3.5200	.73512	The lowest indicator
Physical Environment (X2)	Instructions	50	3.9400	.68243	The highest indicator
	Color	50	3.5000	.88641	The lowest indicator
Toursim Satisfaction (Y)	Attractiveness of Destination/ Place/ Event	50	4.0400	.69869	The highest indicator
	Internet Connectivity/ Wifi/ Phone Service	50	3.2600	.92162	The lowest indicator

Source: SPPS,2024

Table 2. Multiple Linear Regression Results

Model	Unstandardized B	Coefficients Std. Error	t	Sig.
(Constant)	1.821	4.202	.433	.667
HR Skills	1.164	.194	6.076	.000
Physical Environment	.337	.099	3.403	.001
Constant	1.821		F Count	106.673
R Square	0.819		Sig.	0.000
R	.905			

Source: SPSS, 2024

Table 1 shows variable HR Skills with an indicator of efficiency and effectiveness of services has a high mean value of 3,96, which means the highest mean value which means the management at Rumah Sunset 40 Cafe Resto and Villa provides accurate service by the order. For example, tourists can order tour packages through the park's official website or the telephone number used by the manager and receive services by the order. This theory is supported by previous research (Sitompul et al., 2019) that states that the importance of skills includes soft skills of human resources to provide services and attention to tourists, especially when there are many. In this case, the importance of services that managers must provide when tourists are satisfied with the service, tourists will come back to visit. Moreover, the lowest value on the innovation and creativity indicator, with an average of 3,52, is already included in the excellent category but the lowest among other mean values, which means tourists feel that the place provides mediocre services that are not too unique or different from other tourist attractions.

In addition, the Physical Environment variable with the highest indicator of instructions has a mean value of 4,18, which means 3,94, which means tourists feel that the tourist attractions visited provide clear instructions. For example, instructions are provided for worship rooms, toliters, or other rooms. On the other hand, the lowest mean is on the item

(X2.1), which means tourists feel that tourist attractions lack attractive colors or characteristics in the building and furniture, and the last variable, Tourist Satisfaction with indicators of attractiveness of destination/place/event has highest indicator with an average value of 4,04 which means most tourists feel fascinated by the uniqueness and beauty of Rumah Sunset 40 Cafe Resto and Villa. For example, tourists feel delighted when they see the beauty of the sunset from the side of the area. Moreover, the lowest mean is on the item (Y.7), which means only some tourists were delighted because of the availability of internet and wifi services and some were less happy with the internet and wifi.

Table 2 shows that the t_{count} for the HR Skills variable (X1) is 6.076 with a significance value of 0.000. It indicates that HR Skills has an effect on the Tourist Satisfaction. Moreover, the results of the t-test on the Physical Environment show that the t_{count} value for the Physical Environment (X2) is 3.403 with a significance value of 0.00, it indicates that Physical Environment has an effect on the Tourist Satisfaction. In addition, table 2. shows that the F_{count} value is 106.673 with a significance value of 0.000. If the F_{count} is higher than F_{table} means HR Skills and Physical Environment have effect on Tourist Satisfaction. The results show that the F_{count} value (106.673) is higher than F_{table} (3.20), It means that HR Skills and Physical Environment simultaneously affect Tourist Satisfaction at Rumah Sunset 40 Cafe Resto and Villa.

Table 2 shows t value of HR Skills (X1) is 6,076 > 1,677, and the significance value is 0.000 < 0.05, which means (X1) has a significant effect on Y, with HR Skills, the manager of tourist attractions can contribute effectively in managing destinations so that they can benefit the tourism industry and tourists. In addition, table 4. also shows that the tvalue of Physical Environment (X2) has a value of 3.403 > 1.677 and a significance value of 0.001 < 0.05, which means (X1) has a significant effect on Y. Furthermore, Table 2. Also shows the relationship between variables X and Y, which has an R-value of 0.905 (very strong), while the effect is indicated by an R Square value of 0.819. These results indicate that the influence of HR Skills and Physical Environment affects Tourist Satisfaction reaches 81.9%, while the rest is influenced by other variables outside of the study, including destination image, service quality, price, and other factors that affect tourist satisfaction (Zygiaris et al., 2022), (Pai et al., 2020).

This study examines hypotheses H1, H2, and H3 which state that the hypothesis is accepted. It is concluded that there is a relationship between HR Skills and Physical Environment on Tourist Satisfaction. The results of this study are supported by previous research that skills are essential for working in tourism and examined the perceived importance of these skills by tourism managers and the younger generation entering the tourism labor market as well as the importance of on-site destination guides that can influence tourist satisfaction in visiting. This is supported by previous research by market (Succi & Canovi, 2020), (Marneros et al., 2020), and (Čuić Tanković et al., 2023). However, skills and environment are critical in tourism as they contribute to tourist satisfaction, tourism business reputation, and individual professional development and generate significant long-term benefits for the tourism industry.

5. CONCLUSION

This research examines the influence of HR skills and the Physical Environment on Tourist Satisfaction at Rumah Sunset 40 Cafe Resto and Villa. The main findings show that HR skills and the physical environment significantly affect tourist satisfaction. HR skills include aspects such as efficiency, effectiveness, and service provision. The physical environment includes aspects such as clear instructions and attractive design. The combined effect of HR skills and the physical environment explains 81.9% of tourist satisfaction, and improving HR skills and the physical environment can significantly increase tourist satisfaction in this destination. Thus, the destination can attract more tourists and increase its revenue.

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