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Best Practice of Higher Education Tridarma Application for Tourism Field: A Case Study Creating Wonosalam Ecotourism Village

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ABSTRACT

Higher Education Tridarma consists of education, research and community service, is the main task carried by every lecturer in Indonesia. The Tridarma application in the tourism field is run at the Business Studies Program of Hospitality, Faculty of Tourism, Ciputra University. This article describes best practice of Higher Education Tridarma application with case study on downstream research through community service program with title "Creating Wonosalam Ecotourism Village". Statement of the problem in this research is how the Higher Education Tridarma application in tourism field at Ciputra University? This article describes the Higher Education Tridarma application in the tourism field. This research uses descriptive qualitative approach. Primary data sources obtained through the documentation of the Higher Education Tridarma of Ciputra University. The conclusion of this research is, first, the obligatory service research become implementation source of community service and education. Community service is a research downstream conducted by a lecturer of the Hospitality Business Study Program, Faculty of Tourism, Ciputra University. In addition, community service is also the actualization of education in the community according to the competence of each lecturer. Second, integration of education and research with the community Service downstream, making Wonosalam Village as an assisted village, or science-techno park Ciputra University.

Keywords: Higher Education Tridarma, Tourism

INTRODUCTION

As mandated by Law Number 14 Year 2005 regarding Teachers and Lecturers, and Government Regulation No. 37 of 2009 on Teachers and Lecturers, it is mentioned that lecturers are professional educators and scientists with the main task of transforming, developing and disseminating science, technology and art through education, research and community service. The main task of the lecturer is to implement the Higher Education Tridharma with a workload of at least equivalent to 12 (twelve) credits and at most 16 (sixteen) credits in each semester in accordance with academic qualifications.

Lecturers are one of the essential components in an education system in universities. The role, duties, and responsibilities of lecturers is very important in realizing the national education goals, which is the intellectual life of the nation, improving Indonesian people quality, which includes the quality of faith / piety, noble character, and mastery of science, technology, and art, advanced, fair, prosperous, and civilized. To carry out such a strategic function, role, and position,

professional lecturers are required. As mandated by Law No. 14 of 2005 on Teachers and Lecturers, lecturers are expressed as professional educators and scientists with the primary task of transforming, developing and disseminating science, technology and the arts through education, research and community service (Chapter 1 Article 1 paragraph 2).

The competence of educators, especially lecturers, is defined as a set of knowledge, skills and behaviors that must be possessed, lived, mastered and realized by lecturers in performing their professional duties. These competencies include pedagogic competence, personality competence, social competence and professional competence. The main task of the lecturer is to implement the Tridharma of Higher Education with a workload of at least equivalent to 12 (twelve) credits and at most 16 (sixteen) credits in each semester in accordance with academic qualification with the following conditions:

1. The task of undertaking education and research is at least equivalent to the 9 (nine) credits conducted at the college concerned;
2. The duty to carrying out community service can be done through community service activities organized by the college concerned or through other institutions in accordance with laws and regulations;
3. Tridharma of Higher Education is supporting duties can be calculated the credit semester in accordance with the rules of legislation;
4. Duties to carrying out community service and supporting duties shall be at least equivalent to 3 (three) credits;
5. The task of performing a special obligation for the professor is at least equivalent to 3 credits per year.

The competencies of each lecturer at the Hospitality Business Study Program, Faculty of Tourism, Ciputra University, are actualized through: (1) education, everywhere lecturers' expertise becomes the basis of assignment in each subject; (2) research, the research topics determination based on Research Program study roadmap that is derived or elaborated on the research roadmap of each lecturer; (3) community service, is a downstream research results and lecturer competence in each subject that endorsed.

This article reports on best practice of the Higher education Tridharma application which is run by Ciputra University through a community service program entitled "Creating Wonosalam Ecotourism Village, Jombang Regency". Through the program, Wonosalam become science-techno-park or Assisted Village. The statement of the problem in this research is, how the Higher Education Tridharma application in tourism field at Ciputra University?

LITERATURE REVIEW

Higher Education Tridharma

The task carry out education is a task in the education and teaching field that can be

1. Conducting lectures / tutorials and testing and organizing educational activities in laboratories, teacher practice, workshop practice / studio / experimental garden / teaching technology;
2. Guiding the Student seminar;

3. Guiding social action internships (KKN), internship practices (PKN), field work practices (PKL);
4. Guide the final assignment of student's research including guiding, report making of the research result of final project;
5. Examiners on the final exam;
6. To foster student activities in academic and student affairs;
7. Developing lectures programs;
8. Developing teaching materials;
9. Deliver scientific oration;
10. To foster student activities in academic and student affairs;
11. To guide the lower position of the lecturer;
12. Conducting lecturer mobilization and transplanting activities.

The task of conducting research is a task in the research field and development of scientific works that can be:

1. Produce research work;
2. Translating / adapting scientific books;
3. Edit the scientific work;
4. Make a design and technology works;
5. Create a design of artwork.

The duties of community service can be:

1. Occupy the leadership position in a government institution / state official so that it shall be released from his organic position;
2. Implement the development of educational and research outcomes that can be utilized by the community;
3. Provide training / counseling / upgrading to the community;
4. Providing services to the community or other activities that support the implementation of general government tasks and development;
5. Make / write works of dedication to the community;

The supporting duties of the higher education tridharma may be:

1. Be a member in a committee / body at an university;
2. Be a member of the committee / body of a government institution;
3. Become a member of professional organizations;
4. Representing universities / government institutions sitting on inter-agency committees;
5. Be a member of the national delegation to an international meeting;
6. Actively participate in scientific meetings;
7. Get a mark of service / award;
8. Writing textbooks for high school to down;
9. Have achievements in sports / arts / social.

RESEARCH METHODS

This type of research is descriptive qualitative research. In accordance with the theme that has been formulated, then the goal to be achieved in this research is to describe the development of

ecotourism village in Wonosalam. Qualitative research with descriptive analysis is a method that focuses its attention on the general principles that underlie the units related to the research theme. Primary data sources obtained through the implementation documentation of the higher education tridarma of Ciputra University.

DISCUSSION

The downstream program of community service Business Hospitality Study Program, Faculty of Tourism, Ciputra University has the following general purposes:

1. Save the springs in Wonosalam by increasing the people's income through ecotourism-based tourism activities.
2. Assisting government programs in community and village development.
3. Helping the success of the Village Mid-term Development Plan program.
4. Increasing the independence and welfare of rural communities.
5. Accelerate village development on various sectors in a sustainable manner.

Meanwhile, the specific purpose of community service program in Wonosalam is:

1. Improve cooperation between universities, local government and other institutions in the program of Community Service, as follows:
 - Ciputra University Surabaya
 - Hasyim Asy'ari Universitas, Tebuireng, Jombang
 - Environment Agency (BLH) Jombang
 - Ecoton
2. Applying the results of research (downstream) to the Wonosalam community, with the following topics:
 - Corporate Social Responsibility Tourism Model (Competitive Grant Scheme)
 - Flour Innovation by Using Mboke Local Materials (Competitive Grant Scheme)
 - Community-based tourism (independent fund research)
3. Increasing potential of the region by creating Wonosalam Tourism Village with the main products and attractions as follows:
 - Nature tourism: springs, agro-tourism, biodiversity
 - Historical and cultural tourism: Majapahit temple
 - Rural tourism: local culinary, local homestay, ecotourism management
4. Setting up the Partner Village of Eco Tourism Village-Based that is needed as a lecture laboratory and study enrichment, as follows:
 - For Ciputra University Surabaya: (1) Tourism Business Studies course Philosophy and Tourism Policy and Geography of National Tourism; (2) Entrepreneurship Study in the Social Entrepreneurship field
 - For Hasyim Asy'ari University: (1) Rural Economic Studies; (2) Study Management of Community-based Development

Science Program for Partner Village that is applied to create Wonosalam Ecotourism Village with social entrepreneurship approach is as follows (Journal of Entrepreneur and Entrepreneurship, Volume 6, Number 1, March 2017):

1. The result of the Research on Corporate Social Responsibility
 - Human Resources

- Marketing Field
- Product Field
- Infrastructure Facility
- 2. Knowledge of Eco-tourism and village tourism
- 3. The result of the Research on Mbote Local-Based Flour Culinary Development
- 4. Skills and Knowledge of Tourism Business Operation
 - Signage & parking area
 - Tour package and price
 - Reception and reservation
 - The flow of tourist visits
 - Tourist information center
 - Laundry
 - First aid
 - Tour guiding
- 5. Skills and Knowledge about Destination Management & Branding
 - Branding & icon
 - Tourist attraction management
 - Organizational structure and job description
 - Financial management and business management
 - Tourist information system
 - Team work
 - Partnership program
 - Tour conscious group
 - Safety and security
 - Standardization of local restaurant and local food
- 6. Knowledge about Psychology of Service
 - Hospitality service and Standard Operating Procedure
- 7. Knowledge of Hospitality Facility Management & Design
 - Standardization of local homestays and toilets

Implementation method of science and technology for Partner Village to achieve target which is expected to overcome the problem is as follows,

1. Strengthening the product as an ecotourism village
Methods performed:
 - Tour package training: signage marker, price bundling, parking area, receptionist and reservation, tourist flow, tourist information center, laundry, first aid.
 - Training of tour guiding
 - Strengthening training of tourist attractions: springs, agro-tourism of durian and other fruits, exploration of tourist villages and other potentials.
 - Local standardization training for homestays and toilets
 - Training of special village food and beverage presentation
 - Formulation of destination branding and attraction icon
2. Establish service standards to increase tourist satisfaction
Methods performed:
 - Training on improving hospitality
 - Training of Standard Operating Procedure preparation

- Training on safety and security preparation standards
- 3. Improving skills in rural tourism management
Methods performed:
 - Preparation of organizational structure and job description
 - Financial management training and business management
 - Making of tourist information system
 - Team work training
 - Partnership program
 - Strengthening of tourism conscious groups

CONCLUSION

Conclusions of this study are as follows:

1. The research service becomes the main implementation source of the community service and education.
2. Community service is a downstream research conducted by a lecturer of the Hospitality Business Studies Program, Faculty of Tourism, Ciputra University. Community service is also the actualization of education in the community according to the competence of each lecturer.
3. Integration service of education and research with the downstream of community service, making Wonosalam Village as an assisted village, or science-techno park Universitas Ciputra.

Suggestion given from this research is as follows:

1. Integrating Higher Education Tridarma can be initiated by research topics that refer to the study program of research roadmap which is downgraded to the research topic of each lecturer.
2. Assisted Village is the center of research and education downstream.

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