

ABSTRACT

The establishment of a tourist village plays a role as an effort to increase the readiness and awareness of tourism potential in improving the economic welfare of the community. Tourist villages are required to always innovate to maintain the number of visitors so that if a tourist village has become a leading destination, the village must be able to explore other things that can later be appointed as new advantages or additional advantages from existing ones. The application of the concept of ambidexterity in the organization is in the form of exploration and exploitation. The general objective of this research is to develop new theoretical approaches as an effort to resolve the conceptual contradictions regarding the impact of HR practices in improving the performance of tourism village managers through competency ambidexterity performance based on HR practices. The benefits of research, the empirical research model developed in this research is expected to contribute both theory and findings from the discipline of human resource management in the tourism sector.

This explanatory research research design has the aim of testing causal relationships or between variables through hypothesis testing. The population of this study is the manager of the tourist village (Ketua Pokdarwis) located in Central Java with a distribution of 229 tourist villages. A total of 187 collected questionnaires were processed and analyzed further so as to produce a fit SEM model. Data analysis in this study used a structural equation model (SEM) using the AMOS program.

The results of hypothesis testing show that all hypotheses are supported. Training, skills, transformational leadership and Competence Ambidexterity Performance have significant positive effects as antecedents of individual performance variables. Thus, this study proves that the variables of training, skills, transformational leadership and Competence Ambidexterity Performance are variables that have a significant influence on individual performance. This study shows that Competence Ambidexterity Performance (CAP) is able to act as an important mediator in filling the gaps in the relationship between training, skills, transformational leadership on individual performance as well as being an alternative strategy in an effort to improve individual performance.

Keywords: *Training, skills, transformational leadership, Competence Ambidexterity Performance and individual performance.*