



## ASSISTANCE ON PROFESSIONAL TOUR GUIDES AND THE RELATIONSHIP BETWEEN THE ENGLISH LANGUAGE EDUCATION STUDY PROGRAM AT THE UNIVERSITY OF NIAS RAYA WITH A JOB AS A TOUR GUIDE

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### Abstract

The tour guide profession has become the most essential element of the tourist sector. On the other hand, Professional tour guides must undergo extensive training. Tourism has established itself as one of the most important factors for the global community, particularly for the people of South Nias, who still preserve and present natural and cultural beauty that remains intact even in the midst of modernity, alongside changes and improvements in social, cultural, and economic factors. The presence of present tourists will, of course, generate a favorable response. Thus, to prevent this from happening, a solution is needed, namely by providing teaching or socialization in the form of training of tour guide for the next generation. The community services program organized by Warmadewa University and Nias Raya University which aim to educate and increase the interest of the younger generation regarding the preservation of the tour guide and the awareness of tourism destination, this also has a relationship with cultural and linguistic aspects. Technically, the method used in this research was qualitative research through the interview stage to find out partner problems. The source of data used in this study is primary data by conducting field observations to find out the problems faced by the students of English Language Study Program in Nias Raya University. The results showed that there was an increase in understanding the tour guides profession and being able to describe instructions or tourist attractions in practice.

**Keywords:** Community Service, Nias Island, Profesional Tour Guide

### I. INTRODUCTION

Nowadays, the tourism sector is one of the main pillars of the economy and supports people's lives, especially in Indonesia. A place can be said to be a tourism if it has unique values, ease of access, and values based on cultural diversity, biological natural wealth, and innovation and creativity from man-made which are the targets of visits for tourists. So, as to be able to create the latest developments in an integrated and synergistic manner between the government and the community to achieve sustainable community welfare in utilizing an ecotourism.

Technically, tourism is defined as a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination (Soedarso et al., 2014). Currently, tourism is one of the biggest foreign exchange earners for Indonesia. Until now, many tourists come to visit Indonesia to enjoy the tourism potential that cannot be found in their country. Indonesia is famous for its thick culture which makes it one of the tourism potentials to attract tourists to come to visit (Febriani Jayadi & Suryawan, 2020).

Tourism has become part of the needs of some Indonesian people such as nature tourism and religious tourism are the most attractive destinations in the public. In addition, Tourism also has many impacts and benefits, including generating foreign exchange for the country and expanding employment opportunities. The tourism sector aims to preserve nature and develop local culture. Currently, the tourist village is needed to be developed. So that, it is a must to prepare the institutions, infrastructure and human resources for managing the tourist village as well. So that this tour guide training is one of our efforts to prepare human resources for tourism village managers.

Nature tourism is a form of recreational and tourism activity that utilizes the potential of natural resources which is also known as ecotourism, both in natural conditions and after there is a cultivation business, so as to enable tourists to obtain physical and spiritual freshness, gain knowledge and experience and foster inspiration and love for nature (Wood, 2002). According to Inskip (1991) states that attraction is divided into three basic categories, including: Natural attraction, Cultural attraction, and Special types of attraction. Improving the quality of tour guides must be a concern, so that the target of tourism workforce standards and the introduction of tourist areas can be realized, and tourism services in an area are of higher quality.

In particular, the need of tour guides/tourist companions plays an important role in tour activities and tourist transfers that are the foundation of tourists' expectations, the companies that employ them, even the region or country where they work. As a professional tour guide, it must meet the requirements in order to carry out such a heavy mandate both physically and psychologically. So that, it can improve tourism services in an area.

Tour guide is a profession in the field of tourism. Tour guides are responsible for accompanying tourists and providing directions and guidance to tourists. A tour guide (guide), in essence, is someone who accompanies, provides information and guidance and advice to tourists in carrying out their tourism activities. These activities include visiting tourist objects and attractions, shopping, eating at restaurants, and other tourist activities for which he gets certain rewards. A tour guide/guide or often called a tour guide is a profession in the field of tourism that is responsible for assisting/guiding, providing information, protecting, guaranteeing safety and providing advice to tourists in carrying out their tourism activities. So, it is necessary to carry out training or socialization regarding the tour guide profession.

One of the areas on the west coast of Indonesia that has very high tourism potential is Nias Island, which has very fertile natural conditions and is surrounded by the ocean. In addition, the Nias area is also known for its megalithic culture and customs which are still maintained today and there are many other tourism potentials that still require special attention. However, along with the development of the current digitalization era, awareness and ability (skills) to explore tourism potential in terms of nature, culture, religion, and aspects of human works on Nias Island are still not fully realized and cannot develop effectively due to lack of human resources for tourism actors and related sector managers. The training of tour guides or natural tourism guides is very important because natural tourism is popular and is flooded with visitors from outside areas and even attracts foreign tourists. Tourists will feel more comfortable if there is a guide who guides them.

Tourism potential is all things and policies that are regulated and provided so that they can be used as capabilities, and are not needed in business and development in the form of atmosphere, events or services (Pendit, 2001). Meanwhile, tourism is a traveling activity that is carried out voluntarily to enjoy tourist attractions (Yoeti, 1990). One of the tourist areas that is currently developing is a tourist area on the island of Nias.

Nias Island (Nias language: *Tano Niha*) is an island located west of Sumatra Island, Indonesia. This island is inhabited by the majority of the Nias tribe (*Ono Niha*) who still have a megalithic culture. This area is an important tourist attraction such as surfing, traditional houses, diving, rock jumping (see picture 2). The island with an area of 5,625 km<sup>2</sup> has a population of 700,000. The religion of the majority of this area is Protestant Christianity. Currently, Nias has been divided into four regencies and 1 city, namely Nias Regency, South Nias Regency, West Nias Regency, North Nias Regency, and Gunungsitoli City. Nias Island is included in the province of North Sumatra.

Therefore, in developing the tourism potential on the island of Nias, elements of the Nias community need to be empowered and given counseling related to awareness of tourism potential in Nias. However, the lack of professional human resources in tourism activities such as tour guides, accommodation managers and others are the weak point in developing the existing potential. Therefore, the ability and knowledge of the tour guide profession is one of the main considerations in tourism development, so it is necessary to carry out empowerment activities for the community, both the general public, academics, and in government.

The empowerment is meant, namely, the provision of training and socialization. In this case, the empowerment activity is aimed at the role of students in developing tourism potential in Nias in the field of the tour guide profession. This is because community empowerment activities in the form of socialization about the tour guide profession in developing tourism potential in Nias are still very minimal.



Sumber: <https://beritasumut.com>

Figure 1. Nias island tourism map

Source: <https://beritasumut.com>



Figure 2. Nias Island Tourism Sector (Megalith Tourism, Traditional Houses, Stone Jumping Traditions, and World Surfing Spots on Sorake Beach)

Based on these problems, the Master of Linguistics Study Program, Warmadewa University held a Community Partnership Program (PKM) to students at the English Education Study Program, Nias Raya University regarding the potential to become professional tour guides.

### **1.1. Partner Problems**

From the background above, it can be stated that the problems found in partners are as follows:

- 1) Partners experience problems in the lack of open material about professional tour guides
- 2) Lack of socialization about the role of students in developing tourism potential in Nias, especially in the aspect of tour guides.
- 3) Lack of knowledge about what partners can do to become a professional tour guide

### **1.2. The purposes of community services activity**

Starting from the problems faced by partners, this Community Partnership Program or *Program, Kemitraan Masyarakat* (PKM) activity is carried out with the aim of:

- 1) Involve the active role of students of the English Education Study Program at the University of Nias Raya in gaining knowledge and to become professional tour guides in developing tourism potential in Nias at a global level.
- 2) Get involved in developing the tourism potential in Nias globally, and
- 3) provide knowledge and awareness about the important role of students in tourism development in Nias by becoming professional tour guides.

### **1.3. The Objectives of Community Services**

Socialization is an effort to realize the objectives of the PKM activities above. Socialization, according to the KBBI, is an effort to socialize something that will be known, reached, and lived. In other words, socialization is used in PKM activities to help partners recognize, understand, and live up to the objectives of the activity. The socialization on the role of students of the English Education Study Program at the University of Nias Raya in developing tourism potential in Nias was carried out between the Linguistics Masters Study Program at Warmadewa University, Denpasar, Bali and the English Education Study Program at the University of Nias Raya, Telukdalam, South Nias.

The purpose of the socialization is to find out the plans faced by related partners for professional tour guides in developing tourism potential in Nias, supporting factors in developing tourism potential in Nias, solutions to obstacles and subsequent actions, partners in developing tourism potential in Nias in the future, along with the strategic steps taken in becoming a professional tour guide.

## **II. RESEARCH METHOD**

This research was conducted carried out at the English Education Study Program, Nias Raya University in January. Furthermore, this study uses an in-depth interview method to the parties involved in order to obtain qualitative data. The qualitative approach is seen as capable of digging deeper into the meaning of phenomena (Creswel, 2009). The data was collected in stages by asking about the obstacles experienced when learning English. The approach used in this research is descriptive qualitative, namely careful observation or measurement of social phenomena that occur in society. The data in this study are data obtained directly by researchers from the field through observations during the training. The results of the data obtained will be described descriptively.

Furthermore, a brief description of the partner's profile and most of the methods for implementing the Community Partnership Program activities are described. PKM activities are carried out at the English Education Study Program, Nias Raya University in an offline and online form. In addition, Nias Raya University (UNIRAYA) is the first university in the Nias Islands, to be precise in South Nias, North Sumatra. Participants in this PKM activity were students and educators from the English Education Study Program, Nias Raya University, as well as educators from the Linguistics Masters Education Study Program, Warmadewa University.

It is obvious that the purpose of this PKM activity can be achieved by conducting socialization. The method applied in the socialization is the focus group discussion method. The focus group discussion method (Focus Group Discussion) is a form of discussion designed to obtain information on the wishes, needs, viewpoints, beliefs and experiences of participants on a topic, with direction from a facilitator or moderator (Paramita & Kristiana, 2013). According to (Afiyanti, 2008), the focus group discussion method is one method of collecting research data with the final result providing data that comes from the interaction of a number of participants in a study, as are generally other data collection methods. Furthermore, the characteristics of the implementation of the FGD method were using semi-structured interviews to a group of individuals with a moderator who led the discussion in an informal setting.

The socialization using the FGD method was carried out in two stages, namely the presentation stage or displaying visualizations through a projector and the direct question and answer stage both to fellow partner members and to presenters. The presentation that was shown at the socialization was about how to become a professional tour guide. This material is described in several sub-topics as follows:

- The roles and responsibilities of tour guide
- Prerequisites for a tour guide
- A tour guide should have skill and knowledge as follows
- Classification of pre-disciplines
- HPI (Indonesian Tour Guide Association)
- Tourism potential & English Department Relations with Tour Guide Jobs

### III. RESULT AND DISCUSSION

#### 3.1 The procedure for implementing community services activity

Technically, the activity if community service was held by socializing the tour guide in integrated tourism development for students of English language study program at Nias Raya University, which took place at the Nias Raya University campus, Teluk dalam District, South Nias Regency, North Sumatera Province in three stages. The first is field observation, socializing, and activity proposal preparation.

Nias Raya University has several faculties, one of which is the faculty of teacher training and education. The English study program was the focus of the community service effort in this faculty. Technically, doing coordination and observation during the preparation stage for PKM activities using a tour guide socialization strategy connected to sub-class activities is the first thing to perform. This is used to identify issues or roadblocks, as well as the demands of partners.

As a conclusion of the observations, it was discovered that there was a lack of attention in organizing the socialization of tour guides and tourism development in Nias Island, as well as a lack of understanding of the importance of participation in sub-class activities. The next step is to conduct out socialization and program design, which entails providing subculture-related tour guide training to the community, particularly the younger generation. Observation is made up of a variety of techniques that vary based on the study's needs. As a result, the observation process entails a wide range of actions that are always customized to the demands and conditions. Observation for empirical purposes serves a variety of purposes. Observation may also be used for a number of objectives. In qualitative research, observation is used to produce theories and hypotheses, whereas in quantitative research, it is used to test theories and hypotheses (Hasanah, 2017). Furthermore, socializing was taking place at Warmadewa University and Nias Raya University in particular.

Technically, the socializing system was hybrid (Sumii & Naoki, 2001), implying that both offline and online activities were used during this activity. The socializing process, which included students, lecturers, and speakers from Warmadewa University and Nias Raya University, was held online and exhibited on a projector in this example. However, the socializing process involving Nias Raya University students, lecturers, and presenters took place offline (see figure 3).



Figure 3. The socialization by using hybrid system

The goal in this case is to identify the obstacles that partners face and to devise or construct solutions to alleviate present problems. Because it is not one-sided, networking is the greatest approach to learn about the issues or barriers that partners face. The capacity to solve any problem is significantly influenced by the presence of socialization between the two sides. Socialization has a broad definition that includes not only the interchange of ideas and the formation of a plan to be carried out, but also the process of learning and studying culture and traditions in which laws or standards apply in society.

Socialization, in its ideal form, is a learning process in which a person internalizes the social standards in which he lives in order to grow into a decent person (Nugroho, 2018). As a result, socialization may be defined as the process of developing habits and behaviors in order to become a member of a community. The process of guiding individuals into the social arena is another definition of socialization. During the socialization process, people learn behavior, habits, and other cultural patterns, as well as social abilities including language, mingling, and dressing appropriately. Individuals learn fundamental cultural patterns such as language, manners, and developing attitudes adopted in society such as attitudes toward the environment through a process of conditioning (conditioning) by the environment, which causes individuals to learn fundamental cultural patterns such as language, manners, and developing attitudes adopted in society such as attitudes toward the environment. Individuals learn essential cultural patterns such as language, etiquette, forming views embraced in society such as attitudes toward religion, and everything else necessary for decent citizens through a process of conditioning (conditioning) by the environment. The individual grows into a person or social being as a result of the socialization process. This is a vital unit as well as an individual trait that emerges through the socialization process.

Indeed, the emergence of a huge period at this time has elevated profession of tour guide to a central role in the sector of tourism. On the other hand, along with changes and improvements in social, cultural, and economic factors, tourism has established itself as one of the most important factors for the global community, especially for the people of South Nias, who continue to preserve and present natural and cultural beauty while living in the midst of modernity.

As a result, the ability to become a competent and proficient tour guide in various languages is predicted to greatly ease all tourism-related activities (Black & Ham, 2005). However, the current resources are still not being utilized to their full potential, which is due to a variety of causes including a lack of public

awareness, education, and tourism training for tour guides, among others. As a result, a variety of activities were carried out to encourage the establishment of awareness of nature's and tourism's potential through educational activities such as socialization and training.

### 3.2. Socialization with The Students of English Language Study Program

Socialization with the community about this program is a form of partnership or collaboration between Warmadewa University and Nias Raya University (see figure 4). At the socialization stage, it discusses the program of activities designed by the University of Warmadewa regarding the use of English for the local community and this is a step to preserve tourism objects by providing linguistic knowledge and the knowledge of tour guide profession. so that, the students can easily communicate when tourists or foreign tourists come to visit Nias Island.

The main targets in this activity are the younger generation and the students of university who want to continue the preservation of tourism in local villages in the context of developing integrated tourism. The role of the younger generation or the students is very important to create international standard tourism where the target is foreign tourists. In addition, to tourism maintenance and preservation, but there is great hope that tourism objects in Indonesia and abroad will be recognized which will also have an effect on increasing the welfare of the community and local government in the economic and tourism sector. Because tourism development is the same as the development of other sectors, it also always has an impact on the development of the community and the surrounding area, both positive and negative impacts. Because of these considerations, it is necessary to have careful planning in tourism development, so that the positive impacts can be optimized for their benefits and the negative impacts can be minimized or even eliminated (Primadona, 2011).



Figure 4. Socializing the importance of the tour guide profession

## IV. CONCLUSION AND SUGGESTION

### 4.1. Conclusion

The ability and skills of professional tour guides are very important for the development of the tourism sector. Therefore, empowerment and counseling on awareness of tourism potential in Indonesia, specifically in the Nias area, is a must. Thus, students and the younger generation have a very important role in developing tourism with the consideration that students have high creativity.

However, the obstacles in implementing the program are certainly challenges and obstacles. So that anticipatory and solution steps are needed. Through the Community Partnership Program activities, solutions to these problems are provided, including providing reading resources related to professional tour guides, socializing the role of students in developing tourism potential in Nias, and socializing the efforts that can be made to become professional tour guides. In the field of tourism development at a global level, develop tourism potential in Nias globally. In addition to these solutions, the next plans that have been prepared are continuous socialization of the role of students in developing tourism potential in Nias, compiling teaching materials and reading materials such as books on the role of students in becoming professional tour guides in developing tourism potential in Nias, and making PKM documentation, which has been running to attract students or the younger generation to participate and play a role in developing tourism potential in Nias.

### 4.2. Suggestion

The authors are of course still aware that the above article still has many errors and is far from perfect. Suggestions are highly expected in order to make this article a good report by referring to many sources as well as constructive criticism from readers.

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