English for Tourism Training for Jenggalu Kito Management, Bengkulu City, to prepare International Tourism Destinations

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ABSTRACT

The community service activity aims to support the roles and responsibilities of a manager and tour guide in serving visitors from various countries by training their skills in the use of foreign languages, particularly English as a universal language, when carrying out tour guide activities by individual members of the public who are responsible for explaining these tourist destinations to foreign guests using English to facilitate interaction and communication. Another goal is to improve skills in tour guide technique in accordance with minimum competency standards in terms of guiding.

The team's community service activities were well-executed and received excellent feedback from participants/tour management members. This program is intended to improve participants' ability and skills in utilizing English in order to guide international tourists who visit the region. According to the amount of people who came, the participants were highly excited. The conversation was also engaging, with the presenter presenting material in a light, easy-to-understand style and the participants responding with numerous questions.

Keywords: English, for Tourism, Training, Management, Destinasions

I. INTRODUCTION

The mandate of Article 20 of Law Number 20 of 2003 concerning the National Education System requires universities to conduct research and community service in addition to providing education. Article 45 of Law Number 12 of 2012 Concerning Higher Education emphasizes that research in tertiary institutions is directed at developing science and technology, as well as improving people's welfare and national competitiveness. The article also emphasizes that community service is a practice and cultivation of science and technology by the academic community to advance public welfare and educate the nation's life.

As a result, universities are also required to promote public welfare and educate the nation's life, particularly in managing resources to encourage the development and development of the Bengkulu Province, which is coordinated with the Bengkulu Province Regional Medium Term

Development Plan. The MDGs (Millennium Development Goals) mandate, followed by the SDGs (Sustainable Development Goals), which are the focus of the Indonesian government from 2016 to 2030, require each region to make policies based on eradicating poverty and hunger, sustainable economic growth and job availability, utilization of natural resources, sustainable marine environment, encouraging a peaceful social order, and other factors. The development of the community's economy and human resources can be improved, for example, by empowering the community to manage new international tourist areas. Bengkulu, with its natural wealth and cultural diversity, has the potential to become an international tourism destination. This diversity is what distinguishes Bengkulu from other regions, and for tourists, the uniqueness and traditional values are the main draw.
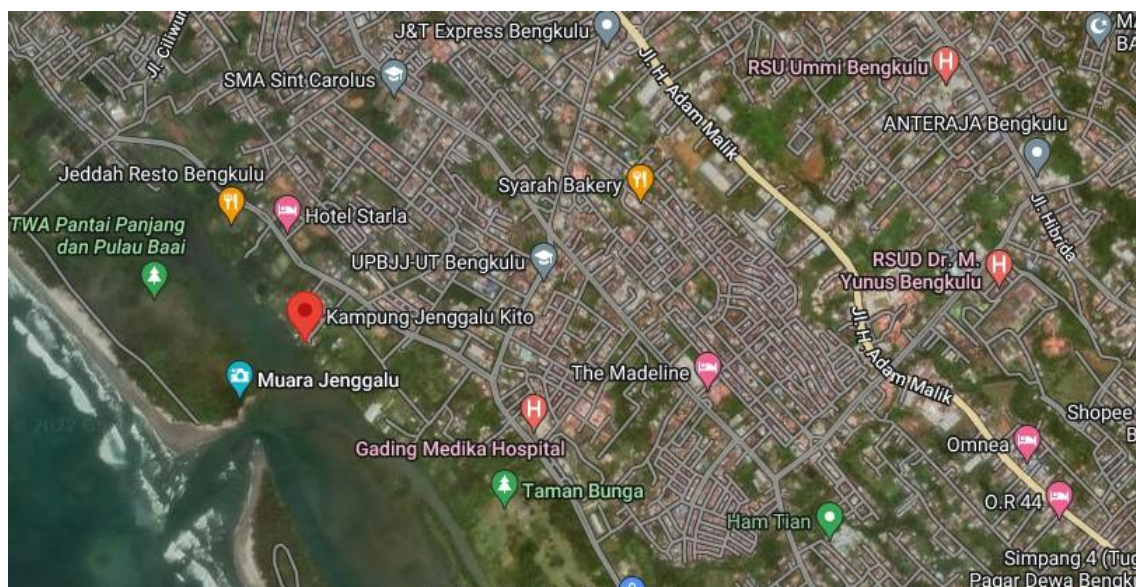

Figure 1 Kampung Jenggalu Kito Location Map

Jenggalu Kito Village, shown in Figure 1, is a tourist destination with international potential based on mangrove conservation. It is located on Jalan Jenggalu, West Lingkar Village, Bengkulu City. Jenggalu Kito Village, abbreviated KJK, is a form of collaboration between youth, community, academics, and environmental activists, with the goal of developing KJK into a recreational tourism area that will be an international level pioneer tourist spot as well as a mangrove conservation area. Apart from being a tourist destination, KJK is committed to establishing a dense and dense mangrove conservation area to serve as a safety net for waves, preventing residents' homes from being damaged by sea water. In practice, KJK has a program that conducts mangrove campaigns in the form of outing classes and field trips. The following activities have taken place: Tales of the Archipelago, which invites young children to listen to mangrove-themed fairy tales from the pier of Kampung Jenggalu Kito. This activity is performed once a month in the afternoon. In addition, they have an outbound activity program that is packaged with coastal conservation materials and delivered in the form of a game. Another program is the conservation and mitigation program, in which KJK has a seeding, planting, and monitoring program for mangrove seedlings. This is intended to ensure that the seeds planted grow well in accordance with conservation principles, with a delta area of 6 ha being used as a conservation park for planting mangrove seedlings. This enticing potential is also supported by adequate road infrastructure and a very strategic location in the city center, close to crowded centers such as the Long Beach tour and the Bencoolen Mall shopping center. As a result, in order to increase tourist visits to Kampung Jenggalu Kito, tourism must be developed because KJK has beautiful natural potential that is comparable to other tourist destinations both at home and abroad.

One of the efforts to optimize existing human resources in developing Kampung Jenggalu Kito as a tourist destination that attracts both local and foreign tourists is the involvement of its human resources in carrying out tourism activities such as being a tourism manager. As a result, academics are needed to provide solutions to the development of this tourism. One of the things that academics can do is do community service through an international collaboration scheme established through the

cooperation of the Management Department of Bengkulu University and the Umk Center for External Education (UMKCEE), Universiti Malaysia Kelantan in providing English for Tourism training aimed at managers and tour guides of Jenggalu Kito Tourism Village in an effort to prepare international tourist destinations. UMKCEE is an institution with international experience in developing hospitality experiences for global tourist destinations.

According to Nuriata (2015), the general function of a tour guide can be summarized into three work actions: 1. Provide information about all aspects of travel.

2. Managing the trip in accordance with the itinerary and facilities that have been planned.

3. Make a decision on actions after considering everything from planning to carrying out the tour. At its core is the function of a tour guide, which is to guide tourists from a tour to the trip's destination.

Tour guides, according to Suyitno (2005) in his book Tour Guiding, can be classified into the following categories:

1. According to the scope of its operations, namely:

a. Transfer Guide. Tour guides whose duties include picking up tourists and transporting them to and from hotels.

b. Tour Guide/Walking Guide/Escourt Guide. A tour guide whose main job is to lead tours.

c. Local/Expert Tour Guides. Tour guides whose activities are focused on directing tourists to a specific object or tourist attraction.

d. Common Guide: Tour guides who can perform both transfers and tours.

e. Driver's Manual. The driver is also a tour guide. Tour guides are people whose job it is to take tourists to the desired object or tourist attraction while also providing them with information.

2. By Status, specifically:

a. Payroll Guide. Permanent employment in a travel agency.

b. Part-time/freelance Guide. Works for a travel company but is not tied to a specific travel company.

c. Guide Association member. Membership in a tour guide organization.

d. Government employees. A government employee whose job it is to inform visitors about a particular activity, object, or area.

e. Company Guide. Employees of a company whose job it is to explain company activities or objects to guests.

3. Based on the characteristics of guided tourists, which are as follows:

 a. Individual Tourist Guide. Individual tourists are guided by tour guides.

b. Tour Guides for Groups. Group tourists are guided by special tour guides.

Domestic Tourist Guides are tour guides who only guide domestic/domestic tourists.

d. Foreign Tourist Information. Tour guides who accompany foreign tourists

According to Gomes (2003), training is any effort to improve worker performance in a specific job for which he is responsible or in a job related to his job. Meanwhile, according to Mondy (2008), training is a series of activities designed to provide learners with the knowledge and skills necessary to carry out their work at this time. A good training program provides training using the appropriate method and has clear reasons and objectives for why the training is required. According to the source, the experts' definition of training is frequently used as a reference in research on human resource management, industrial psychology, and administration.

Because nature tourism is becoming increasingly popular and popular, English for Tourism training for tour managers and guides is critical. Tourists will feel more at ease if they are accompanied by a guide. It should be understood that optimizing the community surrounding KJK through guide/tour guide training has a multiplier effect that leads to community welfare, job opportunities, and environmental preservation. However, due to a lack of understanding of the roles and duties of tour guides, a lack of English language skills when guiding, and a lack of communication technical skills in guiding based on an analysis of the situation at the location, the development of human resources to become guides is still not optimal. On that basis, it is hoped that

professional human resources in the field of international tourism will be formed through English training for tour guides based on this tour.

According to Moekijat (1999), the purpose of training is to provide new employees with information about the organization, to provide more and broader knowledge to new employees, to reduce the rate of bad work accidents and damage to work machines and equipment, to assist employees in adapting to new methods and processes that are constantly being introduced, and to reduce employee dissatisfaction, absenteeism, and employee turnover. Meanwhile, according to Zurnali (2004), the goal of training is for employees to master the knowledge, skills, and behaviors emphasized in training programs and to apply them in their daily activities. Training has a significant impact on the development of a company.

According to Noe et al (2006), some of the benefits of training include: 1. Increase employees' knowledge of the culture and outside competitors,

2. Assist employees who are knowledgeable about new technology.

3. Educating employees on how to work effectively in groups to produce high-quality services and products.

4. Ensure that the corporate culture values innovation, creativity, and learning.

5. Maintain safety by giving employees new ways to contribute to the company as their jobs and interests change.

6. Train employees to accept and work more effectively with one another, particularly minorities and women.

II. METHOD

This community service activity aims to educate tour operators on how to train their tour guides to serve tourists. This community service activity is carried out by presenting speakers who will provide information on coaching tour guides who serve and are friendly in their service to tourists. Among the materials provided are:

1. Training in Public Communication for Tourist Guides, Service Quality, and Product Knowledge.

2. Training on basic English materials such as greeting and welcoming tourists, inquiring about and providing tourist information, and planning tour itineraries. Orientation and briefing; providing route commentary; providing local food service information; telling a legend; recommending places to visit; dealing with unexpected tour events; handling tourist complaints; explaining safety, rules, etiquette, and customs; Drilling and Role Play methods for closing and reporting tour activity

3. Additional support training is provided, such as designing tourist brochures, planning package tours, and jobs as tour guides, operators, and managers.

In summary, the stages of problem solving are depicted in the chart below.

Figure 2. Problem Solving Framework

III. RESULT AND DISCUSSION

Figure 3. English for Tourism Training

According to the implementation plan, the service method is carried out in stages. These stages are carried out to provide solutions to the target audience's problems in organizing guides who can properly guide tourists. The following stages are described:

1. Identifying the issue

The first activity in this community service is to identify problems that partners have encountered, particularly in training guides who will properly guide tourists, and the solution to the problem is expected to be presented through community service activities. Light talks or semi-interviews are held between the team and the target audience about the problems partners face when planning their business in this activity. At this stage, the partners' problems are identified, and once the problems are identified, solutions to the partners' main problems are agreed upon. In general, partner issues are described in the situation analysis in the introduction section.

2. Training Training is used to solve problems that target audiences face.

This section provides the target audience with Tour Guide knowledge such as Public Communication training and simple English materials such as greeting and welcoming tourists; asking and providing tourist information; and planning tour itineraries. Orientation and briefing; guiding commentary on the way; providing local food service information; telling a legend; recommending places of interest to visit; dealing with unexpected tour events; handling tourists' complaints; explaining safety, rules, etiquette, and customs; closing and reporting tour activity. Other courses include designing tourist brochures, planning package tours, and working as a tour guide, operator, or manager. Previously, a pre-test was also conducted to assess the target audience's knowledge of knowledge in serving tourists.

3. Assisting

This stage is a continuation of training activities that teach tour managers how to communicate with foreign tourists in English. Mentoring activities are more concerned with how the target audience can truly comprehend and apply the knowledge provided in serving foreign tourists who visit.

4. Assessment

The continuing education stage is carried out by administering an evaluation in the form of a post test on knowledge of being a good tour guide, such as public communication in English.

Beginning with the preparation phase (location survey, creating service proposals, etc.) and concluding with the final report on community service, this activity lasted four months. The activities carried out by the implementing team are as follows:

1. The Preparation Stage consists of field surveys and data collection, socialization or FGD, and arranging service permits for local areas, as well as the drafting of concepts, speakers, tool packages, budgets, and community service proposals.

The implementation phase includes lecturers from the Management Department at Bengkulu University providing English for Tourism course materials, followed by discussion and queries. As a result of this discussion, participants were encouraged to collaboratively evaluate and resolve obstacles that arose in the field, particularly in regards to how tour guides should interact with foreign tourists.

3. Mapping regional economic locations (clustering) in Bengkulu City to facilitate economic guidance and development in future community service endeavors

The team's community service activities were well-executed and received excellent feedback from participants/tour management members. This program is intended to improve participants' ability and skills in utilizing English in order to guide international tourists who visit the region. According to the amount of people who came, the participants were highly excited. The conversation was also engaging, with the presenter presenting material in a light, easy-to-understand style and the participants responding with numerous questions.

In general, this effort produced the following outcomes:
- Participants' understanding of how to create a business strategy grows, beginning with greeting and welcoming guests, inquiring and offering tourist information, and arranging tour itineraries. Orientation and briefing; route commentary; local food service information; telling a legend; recommending places of interest to visit; dealing with unexpected tour events; handling tourists' complaints; explaining safety, rules, etiquette, and customs; closing and reporting tour activities
- Participants may detect problems while interacting with tourists in English, which is commonly used in tourism.
- Through more effective and efficient activity planning and assessment processes, participants can develop solutions to increase the quality of contact with international tourists.

IV. CONCLUSION AND SUGGESTION

The number of participants present and the positive attitude of the participants who are enthusiastic about participating in the activity from start to finish, actively discussing and asking questions, and being able to identify problems that exist in their organization are supporting factors for this activity. Aside from that, there is assistance, in this case, the local village chief as the tour group supervisor, which makes this activity more engaging and constructive. The lack of proper understanding for participants in terms of using English for tourism is an impediment in this activity, so it is required to explain again what components there are in the language for guiding tours and how they organize it. Aside from that, their lack of knowledge about the science of English for tourism necessitates that they be assisted in applying what they have learned so that there is compatibility between the concept of the term English for tourism that has been created and its implementation in the field.

For conclusions, it can be taken from this community service activity:
- The participants' knowledge and skills in speaking English for tourism are improving.
- Participants can recognize previous shortcomings in the field and improve their methods of helping foreign tourists to be more focused and comprehensive.
- Participants can be more motivated to collaborate as members of tourist management to promote their organization.

This activity produces positive results and has an impact on the expertise of community service objects. In the future, more organized organizational managerial efforts and the development of activities for guiding tourists, planning tour itineraries, increasing knowledge about local food recommendations, anticipating tourist complaints, and developing SOPs regarding rules while traveling will be required. Finally, it is advised to construct an appealing tour package design and distribute it via social media and other online media..

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