LOCAL TOUR GUIDE COMPETENCE PERSPECTIVE IN SUPPORTING SERVICE PERFORMANCE IN SESAO Tourism Village

Baiq Wikartin Januarini¹, Surayyal Hizmi², Endang Sri Wahyuni³
¹,²,³Lombok Tourism Polytechnic
Email: ¹Wikartin@gmail.com, ²suraval@ppl.ac.id, ³endang.wahyuni@ppl.ac.id

Article Info
Article history:
Received Apr 05, 2024
Revised Apr 20, 2024
Accepted May 18, 2024

Keywords:
Perspective, Competence, Local Tour Guide, Service Performance

ABSTRACT
Currently, there is no urgency in the context of Local Tour Guide competence which is the main concern in developing the quality of human resources, especially in one of the tourist destinations, namely the Sesaot tourist village. In several studies, it is stated that the level of competence has an important role as an indicator in supporting service performance in a tourism destination, but there has been no research regarding the perception of local tour guides regarding their competence. Therefore, this research raises this issue using a descriptive qualitative approach. The data in this research was obtained through a process of observation, interviews and documentation. Interviews were conducted with three informants from BUMDES, tourism awareness group (POKDARWIS) and local guides, where these three components influence the resource competency development program in the Sesaot tourist village. The data collection process was carried out for 3 months, followed by data analysis using the Creswell approach for qualitative research. Based on the results of observations and interviews, it was found that village administrators and local tour guides have the same view regarding the importance of competency certification for local guides and expect assistance from the government or related agencies in assisting local tour guide competency certification in supporting service performance in the Sesaot tourist village. However, the implementation of competency certification for tour guides has not been implemented due to minimal government support or suboptimal planning. Considering this, annual planning for increasing human resources in the Sesaot tourist village needs to be included in the village’s annual planning.

This is an open access article under the CC BY-SA license.

1. INTRODUCTION
Sesaot Tourism Village is located in Narmada sub-district, West Lombok Regency. This village has uniqueness and strong local wisdom and is able to attract many local and foreign tourists. Sesaot Village has various potentials such as water sources, community forest areas, culinary delights and forest products such as bananas, durian, mangosteen, rambutan and others. This potential has inspired local communities to develop economically (JADESTA, 2021).

Regulations related to work competency certification in Indonesia were introduced after Law Number 13 of 2003 concerning employment development. Before law number 13 of 2003 came into force,
the certification process took place separately, with each sector having the freedom to set standards appropriate to that sector. This then gave rise to, One of the government programs to improve human resource (HR) competence, namely UJK. UJK is an abbreviation for competency test held by the Competency Certification Institute (LSK). This program is open to the public or individuals who wish to obtain a competency certificate without any fees (Sitepu, 2021).

The importance of competency tests is also felt by tour guides, namely in measuring and ensuring a person’s competence in the Anggola service sector (2020). The benefits of competency certification are not only increasing knowledge, attitudes and skills, but also being able to improve a person’s future career development so they are able to compete globally. The competencies possessed are not only officially recognized but it is also the responsibility to implement them in scouting activities.

Seeing these benefits, one of the tourist villages that has adopted a competency test for its local tour guides is the Bukit Batu Bengkalis tourist village, Batu District, Riau province. This certification program was carried out by the National Professional Certification Agency (BNSP) which was attended by 20 Pokdarwis of Bukit Batu Village. The village produces 20 tourist guides who have maximum roles and duties, in this way they will be able to provide leverage for tourist visits to tourist destinations and 3 indicators of tourism success, namely the number of visits is increasing, the number of days of stay is increasing, and the number of economic transactions is increasing. (Do it 2024)

This has an impact on performance in completing tasks according to the main tasks, producing quality services, and becomes an assessment for tourists and industry. Service performance is very important to measure a person's work results in carrying out their duties in accordance with company SOP. With maximum work results in accordance with the goal of providing the best service, the quality of a service will improve.

2. RESEARCH METHODS

This type of research is descriptive qualitative which produces information originating from exploration of the results of observations and interviews with sources. The sources for this research came from representatives of BUMDES, POKDARWIS and local tourist guides in Sesaot Tourism Village. The age range of the informants is 30 - 40 years and they have worked in the tourism industry in that destination for approximately 5 years. The focus of the interview process was to explore the sources’ views or perspectives regarding the importance of implementing certification in supporting the career performance of local tour guides in the village. Apart from interviews, observations are related to delivery procedures when guiding and performance when conveying information to tourists. The results of the data collection that has been carried out are followed by a processing process adapting Cresswell's method, namely in the process of data reduction, data presentation, and drawing conclusions. To ensure that the data obtained uses the validity of data triangulation methods and sources.
3. RESULTS AND DISCUSSION

1. Location Overview

Sesaot tourist village is a tourist village located in Narmada District, West Lombok Regency, West Nusa Tenggara Province. Sesaot Tourism Village has existed since 1969. This village is located in the Protected Forest area of West Nusa Tenggara Province.

Sesaot tourist village was first formed, it consisted of 10 hamlets, including Gontoran, Sesaot Lauk, Penangke, Sambik Baru, Sesaot Daye, Ngis, Batu Asak, Karang Mejeti, Pembuwun, and Repok Temas. However, in 2011 Sesaot experienced expansion into two separate villages, namely Sesaot Village and Buwun Sejati Village. To date, the Sesaot Tourism Village consists of 6 hamlets, namely Gontoran Hamlet, Sesaot Timuq, Sesaot Lauk, Penangke, Sambik Baru, and Temas Lestari. (Sesaot Village Website)

Sesaot Tourism Village has great potential in the tourism sector, both in terms of natural tourism and cultural tourism. The potential of Sesaot tourism includes the beauty of forests, waterfalls, rivers, forests and agro-tourism activities. This Sesaot tourist village can be reached in approximately 1 hour from the city of Mataram with a distance of around 27.7 km and 1 hour 30 minutes from the city of Praya with a distance of 31.9 km. The view towards the Sesaot tourist village is presented with natural beauty such as rice fields and trees. Access to the Sesaot tourist village has also been paved. The entrance ticket price to the Sesaot tourist village is also affordable for a motorbike, Rp. 15,000 and a car, Rp. 35,000, including the entrance ticket.

By utilizing the natural, cultural and culinary potential, it can become an opportunity for the people of the Sesaot Tourism Village to improve the existing economy by looking at the potential of the tourist village. Possible livelihoods include becoming a tour guide, ticketing for bathhouses, opening a homestay, and selling food.

2. Context of the local tour guide’s view at Sesaot Tourism Village

a. Knowledge aspect

According to Widyawati (2020) knowledge is the ability a person has to remember names, words, formulas, and so on. The research results show that local tour guides in the Sesaot Tourism Village regarding their knowledge are influenced by a person’s age and education regarding what they want to convey. For people aged around 50, you should know more details and history about this tourist village. Meanwhile, for education, a person will tend to know more about how to deliver properly and correctly according to the SOP of a tour guide. The following is an explanation of the knowledge of local tour guides in the Sesaot tourist village:

"...The knowledge of a local tour guide must be able to master, for example, this regarding the Sesaot tourist village, he is originally from here, he knows the destination here, he can explain in detail the storytelling that exists in this Sesaot destination, that's all actually." (Source: Tour Guide, 2024)

b. Skills Aspect

Skills are something that a person has to complete a job quickly and precisely (Hermansyah, 2021). The results of the research show that tour guides in the Sesaot tourist village have good communication skills with local tourists and do not have language barriers, but for languages other than Indonesian and Sasak local tour guides are still self-taught with foreign tourists. So, foreign language skills are still lacking and to cover this, local tour guides provide better service. The following is an explanation of skills according to the results of an interview with one of the local tour guides in the Sesaot tourist village:

"The language used is still one language, namely English. "The language is also self-taught directly from the guests and we can still give the guests an understanding that our English is only limited to this, for example, it is only limited to greetings, so the important thing is that we communicate.” (Source: Tour Guide, 2024)

c. Self Concept

According to Utari (2022) Self-concept is a value embedded in a person. The results of research regarding the self-concept of tour guides in the Sesaot tourist village are that a tour guide must have the values of good manners embedded in themselves. In this way, it can foster a sense of security and comfort when bringing visiting guests. Tourists also definitely recommend and give good reviews not only for the tourist village but also for the personality of the tour guide. The following is an interview
regarding self-concept: 
“.... Tour guides here must instill polite and friendly values, of course because we are paid well, so they have to be good. Service number 1. That way, guests will feel comfortable staying here.” (Source: Tour Guide, 2024)

4. Traits or characteristic traits
According to Sari (2023) Traits or characteristics are characteristics that a person has that are permanent or cannot be changed. The results of research regarding the characteristics of a tour guide in the Sesaot tourist village. To convey information, each tour guide has different characteristics so that they are able to attract tourists to listen more deeply about the history of the Sesaot tourist village and adapt to tourists. Neatness is also an important characteristic that attracts visiting tourists as proof that someone is consistent in doing the job. The following is an excerpt from an interview with a local tour guide regarding the following traits or competency characteristics:
“.... When bringing guests, a tour guide will definitely deliver different things, so that's a characteristic.” (Source: Tour Guide, 2024)

5. Motivation
Motivation is a person's drive to do a job (Widodo & Yandi, 2022). The results of the research regarding the motives of the people around the Sesaot tourist village to become tour guides because there are no definite or bound tour guides in the Sesaot tourist village. So that all people who want to become a tour guide can do it. Tour packages that have not been prepared so that those who become tour guides, namely people who own homestays, will be included as tour guides. The following is an excerpt from an interview with the head of BUMDES regarding the motivation of local people to become tour guides:
"The motivation is because there are so many foreign guests staying at the homestay, so we don't have special professionals assigned to take these guests. So, we haven't even prepared the tour package yet, that's what makes students or young people want to be encouraged to become tour guides." (Source: Tour Guide, 2024)

6. Competency Certification
According to Arika (2023) Competency certification is recognition of competence on the basis of a person's achievements in accordance with his or her skills. The results of research regarding the competency perspective of tour guides in the Sesaot tourist village are very important because they can add value to a person and increase a person’s professionalism in carrying out this work without any doubt. However, there is still no third party or company that wants to help or support local tour guide competency certification in supporting service performance in Sesaot tourist villages. The following are excerpts from the interview regarding competency certification:
“Competency certificates are very, very important wherever we are in our current position or profession. The certificate is very important because it is part of our progress, right.” (Source: BUMDES, 2024)

4. CONCLUSION
Based on the research results, it can be concluded regarding the competency perspective of local tour guides in supporting service performance in tourist villages. Village administrators and local tour guides share the same view, namely that competency certification is very important and expect parties who want to help to provide competency certification for local tour guides in supporting service performance in Sesaot Tourism Village. In this way, it will not only increase the value of a tour guide but will also increase the number of visits to the Sesaot tourist village. However, Sesaot Tourism Village has not yet implemented competency certification for tour guides. To become a tour guide in the Sesaot tourist village, there are no specific targets, no competency criteria, no organization when guests arrive. So anyone who has the desire and knowledge about the Sesaot tourist village can become a tour guide.

REFERENCES
the CoE (Center of Excellence) Program on Electrical Power Installation Engineering Skills Competencies: (Case Study at SMK Negeri 1 Jayapura Regency). Cetta: Journal of Educational Sciences, 6 (2), 288–305.


