



English for tour guide program to improve English Skills of tour guides in Trenggalek’s Tourist Villages

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2022-09-07 Revised: 2022-10-14 Accepted: 2022-10-24 Published: 2022-12-14</p> <p>Keywords English for tour guide Tourist villages Trenggalek</p>	<p>Trenggalek is one of the potential regencies in East Java, with many beautiful tourist destinations. Realizing this fact, the government of Trenggalek has set a target to develop 100 tourist villages in Trenggalek by 2024. Tourist villages are now becoming one of the main attractions in Trenggalek. To make the villages more known and visited by tourists, some support is needed, one of which is the involvement of tour guides skilled in using English. Therefore, the community service team from UPN "Veteran" Jawa Timur under the scheme PIKAT (Pemanfaatan Ipteks Bagi Masyarakat = Utilization of Science and Technology for Society) held an English for Tour Guide program in Pandean Village, Dongko Sub-district, Trenggalek. Supported by the Department of Tourism and Culture of Trenggalek. This program has been held since July and is still running. The service program consists of three main activities, namely: (1) preparation, debriefing, and pre-departure; (2) implementation; and (3) evaluation. The tour guides joined and attended the program enthusiastically. They were actively involved in the discussions, sharing sessions, and role-plays. It is expected that this program can be impactful for tour guides in tourist villages in Trenggalek and can be extended in a broader scope in the future. In addition, more tourists are interested in visiting Trenggalek, from East Java and around Indonesia.</p>
<p>Kata kunci Bahasa Inggris untuk pemandu wisata Desa wisata Trenggalek</p> <div data-bbox="268 1709 391 1832"></div> <div data-bbox="172 1843 464 1910"></div>	<p>Bahasa Inggris untuk program pemandu wisata untuk meningkatkan Keterampilan Bahasa Inggris pemandu wisata di Desa Wisata Trenggalek. Trenggalek merupakan salah satu kabupaten potensial di Jawa Timur yang memiliki banyak destinasi wisata yang indah. Menyadari fakta tersebut, Pemerintah Kabupaten Trenggalek telah menetapkan target untuk mengembangkan 100 desa wisata di Trenggalek pada tahun 2024. Desa wisata kini menjadi salah satu daya tarik utama di Trenggalek. Untuk membuat desa lebih dikenal dan dikunjungi wisatawan, diperlukan beberapa dukungan, salah satunya adalah keterlibatan pemandu wisata yang terampil menggunakan bahasa Inggris. Oleh karena itu, tim pengabdian masyarakat dari UPN "Veteran" Jawa Timur dengan skema PIKAT (Pemanfaatan Ipteks Bagi Masyarakat) menggelar program English for Tour Guide di Desa Pandean, Kecamatan Dongko, Trenggalek. Didukung oleh Dinas Pariwisata dan Kebudayaan Trenggalek. Program ini telah diadakan sejak bulan Juli dan masih berjalan. Program pengabdian terdiri dari tiga kegiatan utama, yaitu: (1) persiapan, pembekalan, dan pra pemberangkatan; (2) implementasi; dan (3) evaluasi. Pemandu wisata bergabung dan mengikuti acara dengan antusias. Mereka terlibat aktif dalam diskusi, sharing session, dan role-play. Diharapkan program ini dapat berdampak bagi pemandu wisata di desa wisata di Trenggalek dan dapat diperluas dalam lingkup yang lebih luas di masa mendatang. Selain itu, lebih banyak wisatawan yang tertarik untuk berkunjung ke Trenggalek, baik dari Jawa Timur maupun seluruh Indonesia.</p> <p style="text-align: right;">Copyright © 2022, Wahyuningtyas et al This is an open access article under the CC-BY-SA license</p> <div data-bbox="1134 1832 1315 1899"></div>

How to cite: Wahyuningtyas, D., Asih, R. A., Maeyangsari, D., Fairuzara, A. R. A. C., Heuvelman, F. Y., & Al-Ghaniy, R. M. (2022). English for tour guide program to improve English Skills of tour guides in Trenggalek’s Tourist Villages. *Journal of Community Service and Empowerment*, 3(3), 149-155. <https://doi.org/10.22219/jcse.v3i3.22542>

INTRODUCTION

East Java is one of Indonesia's many provinces with vibrant tourism potential (Kristiana et al., 2020; Yunus & Indrasari, 2017), one of which is tourist villages (Aly et al., 2019; Mujanah et al., 2015; Topowijono & Supriono, 2018). East Java has more than a hundred tourism villages, some of which are located in Trenggalek Regency, such as Sawahan (Parmawati et al., 2018) and Karangan Village (Rosyafah et al., 2021). Besides being famous for the beauty of marine tourism (Parmawati et al., 2017; Sarinastiti & Wicaksono, 2020) and its mountains (Zulia & Yanuwadi, 2015), this city, located in the southern part of East Java, also has the potential for village tourism. This tourist village development project was developed and managed by the Trenggalek Regency government very seriously. The Trenggalek Regency Government also developed some targeted tourist villages, such as Duren Sari Tourist Village, Pandean Tourist Village, Masaran Tourist Village, Sumberbening Tourist Village, and some other tourist villages. To make Trenggalek's tourist villages more famous and known by tourists from around Trenggalek and other regions in East Java or even Indonesia, Trenggalek needs some supporting factors, one of which is tour guides.

Tour guides play an important role in the tourism sector. In addition to serving at the tourist attractions information center, tour guides also usually accompany tourists around tourist attractions if necessary. In this regard, tour guides must master English as a media of communication (Zahedpisheh et al., 2017). This will enable foreign tourists who speak different languages to understand what the tour guides are explaining. Further, a tour guide has several roles, such as communicative/interactive, integrative, lingua franca, relation-fostering, economic-business, and functional (Damayanti, 2019). However, not all tour guides were all capable of using English well. A study in Aceh showed that most tour guides in that object faced various problems when speaking English in a popular tourist destination like Aceh Tsunami Museum (Gani & Damayanti, 2018). Research in Buleleng also informs that many tour guides still have low speaking skills (Ratminingsih et al., 2018). Therefore, the facilitators, teachers, and tutors must encourage the guides to practice and use their English more confidently.

A similar situation happens in Trenggalek, where the tour guides who work in the tourist area of Trenggalek Regency have not received adequate training on guiding tourism, especially foreign tourists. The number of foreign tourists is also still relatively low in Trenggalek, even though Trenggalek is an area that has extraordinary tourism potential. To the south, there are beaches and mountains. Meanwhile, the northern Trenggalek area keeps the natural beauty of plantations. The city forest is also well-developed by the Trenggalek Regency government. However, this potential has not been accompanied by the presence of tour guides with sufficient numbers and quality. Even though the role of tour guides is crucial to facilitate tourists from within and outside the country. One of the obstacles or problems that occur is due to the limited ability to speak English of the tour guides scattered in various regions in Trenggalek Regency, which even until now have not recorded the exact number. One of the causes is inadequate training and programs to improve English language skills. With the existence of a tourist village built and developed by the Trenggalek Regency government, the need for English language skills by tour guides is inevitably essential because the tourist village also requires the role of tour guides in promoting it. This then became the background for implementing the English for Tour Guides program. This problem is closely related to point 8 of SDGs, where decent work and economic growth are boosted. This community service program encouraged the tour guides in tourist villages in Trenggalek to master English as part of the marketing of tourist villages in Trenggalek. As the guides' English skill improves, the number of tourists will also increase, boosting the income they get from the tourist villages. This is also in line with the development of 100 tourist villages in Trenggalek, also called Sadewa (Seratus Desa Wisata).

Regarding these issues, community service programs from universities need to be carried out. A community service program conducted in Sukabumi found that some tour guides were not confident in using English (Riyanto et al., 2018). After being encouraged, they tried to use English as part of their skill as a tour guides. Community service in the tour guide community in Tasikmalaya has also trained tour guides to speak English communicatively (Riyanto et al., 2018). In Situbondo Regency, English tour guide training for prospective tour guides is carried out through the Pendidikan Kecakapan Kerja (Work Skills Education) program (Wardhani, 2022). Meanwhile, in Central Lombok, the same training, namely English language training for tour guides, involved Forum Muda Berkarya (Creative Youth Forum) (Kamarudin et al., 2021). Furthermore, in Pekanbaru, English Tour Guide training is aimed at the Himpunan Pariwisata Indonesia (Indonesian Tourism Association) (Syaifullah, 2021). Several similar community service programs were also carried out in several other locations, such as in Bandung (Oktavia et al., 2019) dan Bali (Sujaya, 2021). From these various programs, training activities involving tour guides in tourist villages are rare, especially those held in Trenggalek. Therefore, the purpose of this community service program is to improve the tour guide's English skills in Pandean Village, Dongko Sub-district, Trenggalek. This program will encourage the achievement of Sustainable Development Goals (SDGs) in the creative economy, especially in tourism.

METHOD

Regarding the steps of preparation, the community service team members divide them into three, step 1 (preparation, debriefing, and pre-departure), step 2 (implementation), and step 3 (evaluation).

Preparation, Debriefing, and Pre-Departure

At this stage, the PIKAT (Pemanfaatan Ipteks Bagi Masyarakat = Utilization of Science and Technology for Society) community service team consisting of two English lecturers and two students majoring in Tourism divided tasks and roles. The lecturers involved are English lecturers, and one of the interests of the lecturers is English for Specific Purposes, which is the parent of the English for Tourism field of study. Meanwhile, the two students involved also took the study of Tourism Studies in which these students already knew the ins and outs of the duties of a tour guide. At this stage, the team prepares a planning field survey. Data collection on the number and distribution of tour guides is also carried out at this stage. Mapping the potential of Trenggalek Regency tourism villages was also started, so the community service team found an initial picture of superior and strategic tourism villages in Trenggalek Regency. Coordination with related parties or agencies, namely the Tourism and Culture Office of Trenggalek Regency, is also carried out at this stage. The coordination was held in June 2022 via Zoom, attended by the Head of Tourism Destination Division of the Department of Tourism and Culture, Trenggalek, tour guides in Trenggalek, and the teams of the English for Tour Guide program in Trenggalek. In addition, the team held initial socialization with several tour guides and related agency representatives to find suggestions and inputs for the smoothness and effectiveness of this English for Tourism program. At this stage, data collection on the number of tour guides who are able and interested in participating in this program is also carried out as the materials that are expected to be taught during the training program. It is hoped that at this stage, the community service team will have received an initial overview and accurate input from the tour guides and related agencies so that the implementation of the next stage can run smoothly.

Implementation

The next stage is implementing the English for Tourism program, which is intended for tour guides in tourist villages in Trenggalek Regency. Assisted and coordinated by the Tourism and Culture Office of Trenggalek Regency, the tour guides will later receive English for Tourism training from two lecturers who act as tutors, consisting of one chairperson and one member of the community service team for approximately two months, starting in June until early August 2022. The training will be conducted both offline and online. In addition, the English for Tourism program participants for this tour guide will also be provided with an English for Tourism module, which contains a guide to be a good and correct tour guide. The total number of meetings is estimated at eight meetings, where participants in this program will receive material weekly.

The duration of each meeting is allocated about 1.5 hours following discussion, question, and answer sessions. This program places more emphasis on practice than theory, and participants and tutors can directly discuss the material and practice provided. The students involved will also act as tutor representatives on duty to help prepare materials, become activity contact persons, and become tutors' backups if, at any time, the tutor on duty cannot attend.

Evaluation

At the end of this program, an evaluation will be held, in which the team, participants, and related agencies will discuss and review the program's implementation, whether it has been running quite effectively, and what improvements or improvements need to be made. There were a WhatsApp Group for the participants and the community service team members. There was at least one team in addition, and it is also hoped that the participants and related agencies will provide feedback for the development of similar programs in the future so that similar programs can penetrate other strategic areas and more people can benefit from their implementation. Monitoring during and after the program will be carried out by the community service team and related agencies, so it is hoped that this program will run smoothly and be helpful for the parties involved and the wider community.

RESULTS AND DISCUSSION

The PIKAT community service team held a community service program entitled "English for Tourism Program for Empowering Tour Guides in Trenggalek Regency's Tourism Villages" (Program *English for Tourism* Untuk Pemberdayaan *Tour Guide* di Desa Wisata Kabupaten Trenggalek) This program was initiated by the PIKAT scheme community service team led by a lecturer at the Faculty of Law at UPN Veterans East Java, Dwi Wahyuningtyas, S.Pd., M.A. The service members consist of 3 core members: Ria Arista Asih, Ph.D. (Director of American Corner UMM), Alyaa' Chiquita Fairuzara A. R. and Fredik Yunior Heuvelman (student of UPN Veterans East Java), and one additional member, namely Roro Millatu Al- Ghaniy, M.Pd. (English instructor of UMM language institute).

The opening ceremony was held offline on Thursday, July 7, 2022, at Watu Kandang Park, Pandean Village, Dongko District, Trenggalek Regency. This village is one of the 50 best tourist villages in Indonesia. Among several other tourist villages in Trenggalek are Masaran, Karangturi, Ngulungwetan, Munjungan, Nglebeng, Sumberbening, Wonoanti,

Gandusari, Tegaren, Gading, Wonocoyo Pogalan, Pakis, Depok, and Suruh. The participants are local Trenggalek tour guides who also come from these villages. In addition, the Tourism and Culture Office of Trenggalek Regency, the ranks of the Tegaren Village Pokdarwis, the tour guides of tourist villages in Trenggalek Regency, and Kakang Mbakyu, Trenggalek Regency, also support this program. As shown in figure 1., the event opened with remarks from the head of the community service team. It continued with remarks and an opening from the Head of the Tourism Destinations Division of the Trenggalek Disparbud, Tony Widiyanto, S.Hut., MT., M.Sc. In their remarks, both the head of the community service and the Head of the Tourism Destinations Division expressed their hope that this program can run sustainably, considering how vital it is to support tour guides' English language skills. The event then continued with the symbolic handing over of plaques and English for Tour Guide modules from the head of the community service team to the Head of Tourism Destinations. In addition, participants received souvenirs from the UMM American Corner and a particular English learning module for the tour guide, which was prepared by the service team.

Around 37 tour guides from all tourist villages in Trenggalek and some tourism ambassadors (Kakang-Mbakyu) from Trenggalek attended the events. After the opening, the participants were divided into several groups, led by a facilitator in every group, as shown in picture 2. In this phase, the students were also involved as facilitators. It is expected that they can share their experiences in improving their English skill with the participants. Other than that, the students involved can also know the actual conditions and problems in the tourist villages. Figure 3 shows that the participants well received the program. The participants followed every discussion session well. Although their English skills vary, some still cannot pronounce English well and eagerly participate in every game and discussion. The success of this program was also supported by the tourist village group (Pokdarwis) of Pandean Village, who helped provide the place and venue at Taman Watu Kandang, one of the top tourist destinations in Pandean Village that became one of the best 50 tourist villages in Indonesia. This program was held at Taman Watu Kandang so the participants could immediately practice their English skills in the natural context, place, and condition.

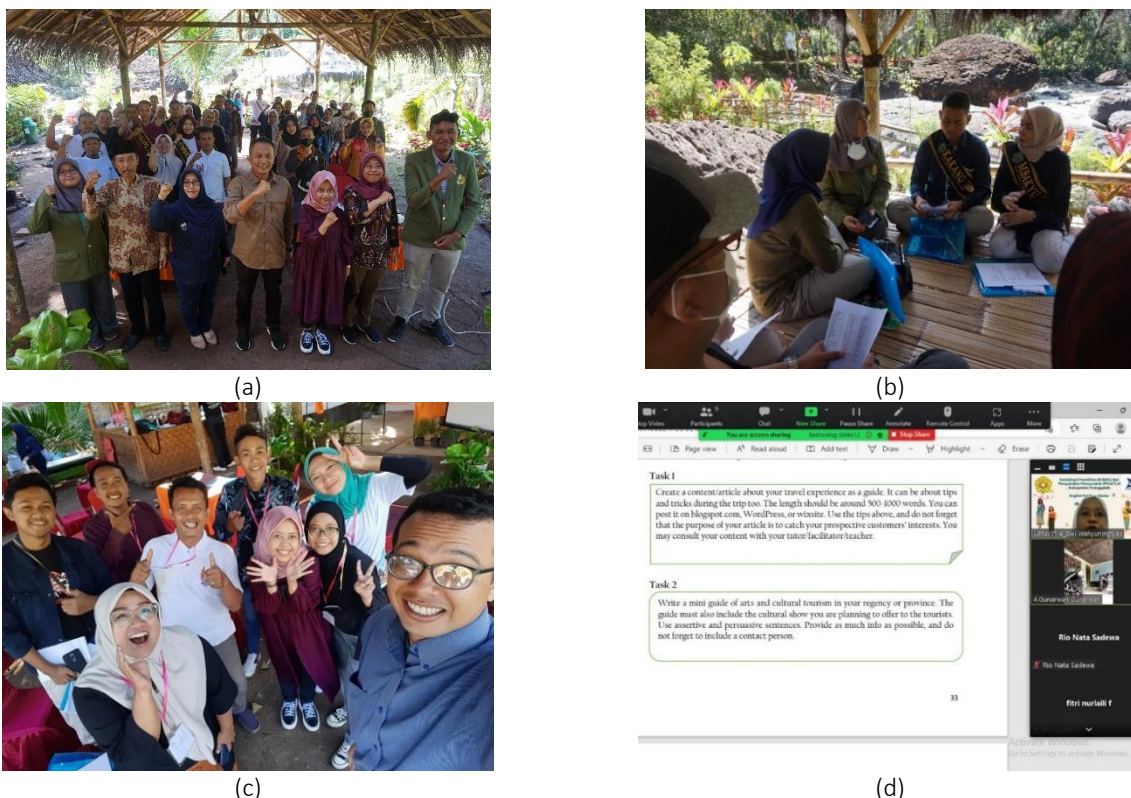


Figure 1. Documentation of community service activities: (a) the opening of the English for Guide program in July 2022; (b) the activities in English for the Tour Guide program; (c) the enthusiasm of participants of the English for Tour Guide program; and (d) the online session of the English for Tour Guide Program

The program continued with the online session, which was held on August 3, 2022. During offline activities, participants were divided into four study groups accompanied by Dwi, Ria, Alyaa' and Fredik. The four groups were joined in different WhatsApp groups where discussion of modules and preparation for learning had begun through conversation. This is an embodiment of language learning with synchronous learning because participants can learn independently according to their time and abilities – supported by interactive sessions with mentors to discuss the materials in the modules that have been distributed.

However, some obstacles encountered by the team of the community service program; busy schedules, the stability of the Wi-Fi network, and the availability of the gadgets are some of them. During the online session, the number of participants decreased by almost half. They were more interested in offline sessions; they could meet the facilitators directly. In addition, they joined the session while doing another activity, which made the result not optimal. Another thing that happened during online sessions easily distracted them and made it difficult to focus. Other than that, the internet or Wi-Fi network quality was not too good in Pandean Village. Most participants also used mobile phones, which made them unable to see and read the instructions. The facilitators were also challenged to keep monitoring their progress in improving their English skills. They also had busy schedules, and so were the tour guides, whose primary jobs were teachers, farmers, and students. This became an evaluation for the facilitators, the community service team members, and the tour guides as the participants.

Before this program was held, the efforts to develop tourism in Trenggalek have also been apparent in some programs. Prambudi and Retnowati (2014) created a virtual tour guide application that enables tour guides in Trenggalek to get information about tourism in Trenggalek besides using manual guidebooks. Besides developing applications for tour guides in Trenggalek, there is a development of English for tour guide books (Prasetyo & Rukmini, 2019). They both wrote a local-based English for a tour guide book for students in Trenggalek. The development of tour guides in Trenggalek is influenced by some factors, one of which is the involvement of Pokdarwis in tourism villages in Trenggalek. Participation from the community is highly needed (Rahayu et al., 2019). Aside from the universities, the government of Trenggalek has also conducted a certification for tour guides in 2018. Through the program, the government expected to empower the tour guides in Trenggalek with the skills required to become tour guides. From the program, it can also be concluded that the mapping of English skills of tour guides is needed, and some studies have been conducted regarding this. In addition, Wahyuningtyas et al. (2022) analyzed the English-speaking and writing levels of tour guides in tourist villages in Trenggalek. The study revealed that tour guides' skills were divided into two levels; basic and intermediate. However, the number of tour guides who guided tourists using English was still limited. With the result of the program, it can be inferred that tourist villages in Trenggalek strongly need English for tour guides. Moreover, by mapping their English speaking and writing skills, practitioners, teachers, facilitators, and tutors can prepare the English materials suitable for their English for tour guide training.

Communication skills are important skills that must be mastered by tour guides. In order to optimize the tourism sector on an international scale, English communication skills are also urgently mastered by today's tour guides. With an English language training program for tour guides in Trenggalek, the achievement of the SDGs through the tourism sector will be even more optimal. The development of the tourism sector will help both directly and indirectly in achieving the SDGs (Dube, 2020; Sharpley, 2020; Spenceley & Rylance, 2019). In this regard, the tourism sector in Indonesia is an economic sector that absorbs millions of workers (Gendhis Saras Zandy, 2019) and has a significant effect on improving the community's economy (Antara & Sumarniasih, 2017; Haryana, 2020). If the tour guide is skilled in English, the opportunities for tourists from abroad to visit Trenggalek will be even greater. Tourists will also be easily directed to the economic centers of the Trenggalek community.

CONCLUSION

As one of the government's main focuses now is to develop tourism, English for Tourism with a focus on English for Tour Guide was strongly needed. Therefore, the English for Tourism with the focus English for Tour Guide program was successfully held in Pandean Tourist Village, Dongko Sub-district, Trenggalek, East Java. Divided into two sessions, offline and online, this program was attended by tour guides in Trenggalek, the ambassadors of Trenggalek tourism (Kakang-Mbakyu Trenggalek), and the Department of Tourism and Culture, Trenggalek. This program also offers some materials for the participants, including how to be a tour guide, culinary tourism, adventure tourism, etc. In addition, by considering some factors such as the English speaking and writing level of the tour guides and the marketing target of the tour guides in Trenggalek, the practitioners, teachers, tutors, and all parties involved in the program can detect and prepare the materials suitable for the improvement of tour guides in Trenggalek. Therefore, with the government, practitioners, educators, tour guides, and some other parties, the program English for tour guides can be developed in Trenggalek and other tourist villages.

ACKNOWLEDGMENT

The researchers would like to extend gratitude to the Research Institutions and Community Service (LPPM) of UPN "Veteran" Jawa Timur for funding this community service program under the scheme PIKAT batch 1 in the year 2022.

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