

## The empowerment of teenagers' tourism village

**Angga TD**

English Department, Islamic University of Kalimantan  
Indonesia

**Neneng Islamiah**

English Department, Islamic University of Kalimantan  
Indonesia

**Nurhasanah**

English Department, Islamic University of Kalimantan  
Indonesia

**Yudha Aprizani**

English Department, Islamic University of Kalimantan  
Indonesia

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### ABSTRACT

The success of tourism village development is influenced by many factors. The involvement of the community and all the supporting elements in developing the tourism village becomes the main factor. Community empowerment becomes an alternative solution as an effort to develop tourism village. Batakan village located in Panyipatan District, Tanah laut Regency is a tourist destination that an interesting tourism potential named Batakan. It is surrounded by pine forests around it. The most enabling empowerment for Batakan Village teenagers to support the success of a tourism village development is a tour guide. However, the knowledge and skills that the teenagers have in terms of guidance and English for tour guide is very limited, so it is necessary to conduct guidance and English training for tour guides. The methods used in this training were lecture, discussion, question and answer, drilling, and role play. The results achieved from this activity are 1) the understanding of training participants on the guided tourism improve and 2) English-language training for tour guide, simple English expressions have been mastered.

\*corresponding author: [anggauniska@yahoo.com](mailto:anggauniska@yahoo.com)

### INTRODUCTION

The tourism development today has penetrated various terminology such as sustainable tourism development, village tourism, ecotourism, edugreen which is an approach to tourism development. One alternative tourism development approach is the tourism village for sustainable rural development in the field of tourism. The success of the development of a tourism village is influenced by many factors, for example the tourism potential offered by the tourism village itself. The quality and diversity of products marketed also support the success on the tourism village. One of the two factors that have been mentioned, the involvement of the community and all supporting

elements in this case the parties involved in developing a tourism village are also the main factors determining the success of a tourism village. This is in line with the statement of Raharjana (2010) which states that community involvement in the development of tourism villages should begin at the planning process. Fitri and Ma'arif (2017) stated the same thing regarding community involvement in developing tourist villages. They add that because of the community is a party that manages and receives benefits from the existence of a tourism village, so there is a need for community involvement in developing a tourism village from beginning to end.

Tanjung Dewa Village, located in the Tanah Laut Regency, it is a tourist destination that tourists are starting to gaze at because the village has an attractive tourism potential called Tanjung Dewa beach. Coconut trees that surround the coast of Tanjung Dewa with clean and natural air add to the appeal of this village. With its tourism potential, community participation in making Tanjung Dewa village a tourist village to succeed is very important. The increasing interest of visitors visiting Tanjung Dewa beach can actually create new jobs for the people of Tanjung Dewa Village, especially teenagers. The large population of adolescents with a range of teens to tens should be more empowered so that the success of the tourist village can be achieved. Through observations and interviews with the management, there has been involvement of adolescents in managing the Tanjung Dewa beach as a major tourist destination in Tanjung Dewa Village. However, the involvement of adolescents is limited to managing tickets or admission tickets and parking attendants. When in fact they have the potential to be developed because of their educational background graduates of junior high schools (SMP) and senior high schools (high schools). Empowerment that is most possible for adolescents to support the successful development of a tourist village is a tour guide. In this case adolescents have very limited knowledge and skills. They do not know very well how to guide tourists who visit.

To develop a tourist village tour guides have a very important role because they are not only as an introduction to tourists to tourist destinations, but they are also the center and disseminator of all information about the tourist village itself. The interest of tourists to visit the tourist village is also built through tour guides. Harum (2012) defines a tour guide or tour guide as a person whose duty is to accompany, provide information, guidance, and advice to tourists in conducting their tour activities.

Based on the above situation analysis, this article aims to describe the training process, methods, and outcomes achieved from community service programs.]

## **METHODS**

[This youth empowerment program is part of a series of activities in implementing the first year science and technology program for Mitra Desa (IbDM) and the program is planned to run for 3 years. In implementing the IbDM program, in addition to physical development from Mitra Village, empowerment of several partners from Mitra Village was also carried out. One of them is youth empowerment.

The method used in this youth empowerment program is to use training and mentoring. The training in this program is divided into two, namely tour guide training and English language training for tour guides. The learning methods used in the tour training are lectures, questions and answers and discussion. While the learning methods used in English training for tour guides are lectures, questions and answers, drilling, and role play. Assistance is carried out by the Community Service Team both during training and after training.

This training was held in the first year. In the second year youth empowerment will be focused on the implementation of the results of the mentoring training in the first year and mentoring. In the third year there will be an evaluation of the implementation of the tour guide training and English training for the tour guide.]

## **RESULT AND DISCUSSION**

[There are two types of activities in the implementation of this community service program, namely tour guide training and English language training for tour guides. The training for young people in Bendosari Village was held on Saturday, August 19, 2017. The training participants numbered 16 people. Although training can be carried out in one day, mentoring is also carried out after the training. In addition to monitoring the results of the training, the continuity of the training can be maintained. The results of this dedication will be presented as follows.

## Guidance Training

Guidance training for young people in Batakan or Tanjung Dewa Village begins the Training activity. The method used in this Guidance Training activity is lecture, discussion and question and answer. The tour guide material given to participants contains how to become a reliable tour guide. At least there are some things that must be mastered by a tour guide (tour guide), namely knowledge that includes mastery of information on tourist destination areas, first aid, and tourist culture and mastery of foreign languages. In addition to the knowledge of a tour guide must also have a clean appearance, not excessive, and neat. Health and fitness when on duty are also absolutely owned by tour guides (Hutagalung, 2014). In the delivery of material at the same time carried out or interspersed with discussion by connecting the material provided with the context. In the tour training activities, participants were also given the opportunity to ask questions about various matters related to the material. At the end of the first training session, participants together with presenters (IbDM Team Members assisted by students) concluded the training material. Outputs generated from this tour guide training is understanding as a reliable tour guide that can be mastered by participants. This is evidenced by the activeness of the participants in answering each question given by the speaker. The ability of participants to explain or conclude the material is also evidence that their knowledge of the tour guide increases.



Figure 1 Guidance Training to the teenagers

## English Language Training for Tour Guides

English Training for Tour Guides is given at the second session. The methods used in this training are lecture, drilling, question and answer, and role play. The training material contained various English expressions for the tour guides that the Team took from three sources namely <https://www.englishclub.com/english-for-work/tour-guide.htm> was delivered by the speaker (Team Members assisted by students).

Then alternately presenters and students drill participants (participants repeat English phrases for tour guides). Participants seemed enthusiastic and eager to imitate these expressions. In this training participants were also given the opportunity to ask questions about the material. The English training session for the tour guide ends with a role play, where participants play themselves as tour guides and tourists. They take turns playing their roles either as tour guides or tourists. Even though they experience difficulties when using English because their basic English skills are very low, they are very enthusiastic about doing it.

Due to English language constraints, at the time of role play, participants still saw the guidance given during the training. Outputs generated in English training for guides tours are English phrases for simple tour guides they can master, but long expressions they still use guides.



Figure 2 preparation for giving the guide

## CONCLUSION

Increasing students' competence in speech skills with confidence in publicly is a capability that finds many obstacles. Still many students who are embarrassed when asked to come forward to speech practice, give a speech or show performance in front of other students. They still tend to be ashamed to appear on in front of other students. A confident appearance in communicating in public indeed it is very necessary to support their confidence. With more confidence will provide will and will continue do it happily. Today, Human resource is need in developing countries, like giving a speech using a foreign language is a trend young people especially santri who are accustomed to the challenge. Talking and speaking is verbal ability which is very important in communicating all information. Verbal communication is very useful for developing intellectual ability, social sensitivity and emotional maturity..]

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