

DESIGNING A MODEL OF TOURISM VILLAGE BY AUGMENTING LANGUAGE AND TOURISM AWARENESS AS AN ATTEMPT TO INCREASE LOCAL ECONOMY IN BATU

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Abstract

As one of the efforts to awaken the local economy of Batu, this study offers a model of language and tourism awareness-based-tourism village that is establishing a tourism community that actively supports the government tourism programs. On the basis of the need analysis of the local people, a material for learning English for tourism and a model of tourism village were set up in the first year of the study. The programs in the second year of the study focus on the development and implementation of the tourism community. This community works on increasing communication skills and tourism awareness among the community consisting of a group of tourism awareness, the youths and businessmen. A visit and training plan in the form of Focus Group Discussion (FGD) has already been implemented in the four villages in Batu namely Punten, Tulungrejo, Sumberejo and Pandanrejo. This community is established to increase the local people income which is expected to influence the global income of the village. The results show that the four villages agree with the idea of training and building a tourism community in Batu.

Keywords: *developing a model of tourism village, communication skill awareness, tourism awareness, local economy, Batu city*

1. INTRODUCTION

Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors.

In Asia, the tourism industry has been becoming an icon to augment local economic growth. The growth of ASEAN tourism reaches the highest among the countries all over the world (Pitana, 2014). In Indonesia, some efforts to increase the tourism potentials have been conducted as well. With the focus on empowering the local tourism village, Indonesian government tries to increase the local economic growth.

However, the program of developing local tourism village is not supported by appropriate resources. Some obstacles regarding the availability of human resources, housing facilities and language skills become the major

reasons of less successful tourism industry. In Pandanrejo village for example, the area is potential for strawberry production. Due to the less awareness of human resources such as the less coordination between a group of tourism awareness, consisting of the youths, and a group of strawberry farmers, involving the more senior villagers, the production of strawberry cannot be continued up to the more modern manufacturing products that can increase the income of the local people. So far, the strawberry can only be consumed from its harvest. While actually, if the human resources are managed well, there will be more innovative products from strawberries such as for educational tourism, strawberry food production and greater promotion.

In addition, the case of lack of competency of the human resources can be seen in Kungkuk village, one of the popular villages in Punten, Batu which is very well-known with 'homestay' product. Due to the less ability of people in communicating English, there were not so many foreign visitors interested in visiting this tourism village. Besides, the promotion regarding this program was also less conducted.

In the previous study it has been stated that there are alternative ways that the government has not done, they are building self-reliance which consists of mapping of potential, problems, and needs of the community, participatory planning, organizing, resource utilization, monitoring, and maintenance of the results that have been achieved. In particular, the government has not facilitated operational aid of community assistance, facilities, capacity building, media and advocacy (Purwaningtyas, et.al. 2016).

This study is conducted to see how the model of local tourism community empowerment works well to augment the tourism awareness generally and language skills particularly.

2. RESEARCH METHODS

The design of the study is Research and Development aiming at designing a model of tourism awareness and language skills community. According to Borg and Gall (1983), educational research and development is a process used to develop and validate the educational product. The educational product in this study is the module which was designed to increase tourism awareness and language skills of the respondents.

The community is designed on the basis of task-based meaning that the respondents are the ones in charge of developing tourism task such as handling the guests, promoting tourism products and developing English communication skills. The model of the community is called "BADAWIS" stands for a community of language in tourism. In Indonesian, language is Bahasa Dalam Wisata, the acronym is BADAWIS

The research location is in Puntan, as a pilot project of implementing the model of tourism awareness and language skills community. The populations in this study are members of the group of Tourism Awareness (Pokdarwis) in Puntan, Batu, Malang.

The data sources were the Pokdarwis members consisting of the youths aged 17-30 years old.

In regard to the research development of the tourism village, the data collected are in the form of the respondents' performance in handling the guests, promoting tourism products and developing English communication skills.

Data analysis method used in this study includes the utterances made by the respondents in the skills of handling the guests, promoting tourism products and developing English communication skills.

3. FINDINGS AND DISCUSSION

The results of the current study are in the form of developing tourism awareness and language skills involving some abilities to (1) handle the guests, (2) present some tourism products, (3) design a brochure or a leaflet, (4) design website.

3.1. Handling the Guests

Skills in handling the guests include some materials regarding how to introduce oneself, how to welcome the guests, how to make a small talk and develop a hospitality, show directions, explain a village map, and provide the guest' needs.

3.2. Tourism Product Presentation

Tourism product presentation involves ability to present the tourism village products such fruit and vegetable commodity, tourism activities like rafting and homestay. Fruit and vegetable commodity involve the presentation from how to make apple chips to packing and distributing. In terms of rafting and homestay, the respondents should be able to explain the types, facilities, package and production process.

3.3. Brochure and Leaflet Design

Brochure and leaflets are one of the effective media to promote. Regarding its function to distribute information of tourism products, the design of the brochure and leaflet needs to be made attractive. Because the respondents have already had the brochure, this study mainly focuses on the material on how to choose informative and persuasive vocabularies, select a good design for icons, symbols and appropriate background.

3.4. Website Design

The website design involves designing a simple web design for the society to promote their tourism products. It functions to supply a place to keep all of the tourism products. It does not only keep the tourism products but also maintains and update continually. Thus, this

training involves English language learning such as article writing, and persuasive pictures and symbols.

3.5. Discussion

The training of tourism awareness and English language communication conducted in Puntan, one of the tourism villages in Batu was implemented using “Plan Do Check Action” PDCA cycle. This pilot project was intended to get more participants who have the similar interest. The project expected the participants to continue having the community regularly every month. The researcher, in this case evaluates the program by visiting regularly to monitor the program.

In planning, a series of activities such as making an appointment with the contact person, preparing the modules and teaching materials are prepared at this stage. The activities are conducted by inviting the two parties namely, a group of tourism awareness consisting of the youths, and a group of senior villagers involving strawberry, apple, orange farmers and some homestay owners. Figure 1 shows the dissemination of the program attended by the two parties.



Figure 1. Gathering and Discussion on the BADAWIS program

In Doing, the training was conducted with around twenty participants who enthusiastically join the program. Most of the participantas are the youths from Kungkuk village. Figure 2 describes the activities on handling the guests. After having some theories on handling the guests, all of the participants practice handling the guests in pairs.



Figure 2. Activities on Handling the Guests

Besides handling the guests, the participants also learn about presenting Batu products such as promoting fruit chips and designing a brochure. Figures 3 and 4 describe the activities respectively.



Figure 3. Process of Making Fruit Chips



Figure 4. Fruit Chips in Different Packages

In the language training, the participants learn how to present the product in English. They have to be able to apply the theories of product presentation and present it in front of their friends. The other participants give questions and comments on the related presentation. Figure 5 shows the training process.



Figure 5. Practices on Product Presentation

Besides product presentation, the participants were also trained to design a brochure introducing and promoting their own area of resources. Figure 6 shows the example of the brochure they have made.



Figure 6. Sample of Brochure Made by Badawis Community

In addition to designing the brochure, they have to be able to present what is inside the brochure. Figure 7 shows the activity.



Figure 7. Activities in Brochure Making

In checking stage, the researchers make a regular monitoring and evaluation of the process of the training. The Badawis community makes a regular weekly meeting to practice their English with partners. As initiators, the UB team checks monthly by visiting in Kungkuk village to monitor their activities. In case one or two reasons the team cannot visit in the village, there is still a communication using social media that is What's Application (WA) group consisting all of the participants and UB team.

In Acting, this is the time to make the program runs well. On the basis of theoretical and practical activities done in Kungkuk village, it can be concluded that the activities of empowering the human resources in some potential areas in Batu run well. The participants enthusiastically participate the program and the products the produced are clearly seen.

Based on observations and interviews, it was obtained information that the group Batu Guide Centre is a pioneer of tourism and language awareness. This is related to the purpose of research to develop a self-learning system. It is important to provide training to these groups, then they could do a self-learning process as well as pioneers, training providers and also a companion in order to develop other tourism activist groups both in quality and quantity with alanguage awareness (Purwaningtyas, 2016)

Further, Purwaningtyas (2016) states that research on the business development of the Batu tourism finds results that the community residents of Batu tourism village is in desperate need of attention in managing tourism product. Tourism and Language Awareness. This awareness should be initiated in an effort to empower the community. This research is focused to form a combined group members

Pokdarwis and assisted with farmer groups, BKM, and BATu Guide Center (BGC) as a pioneer group activities of Tourism and Language Awareness. This group serves as a center for community empowerment.

This research activity has the support not only from members of the Tourism Awareness driving community in the village, but also from some of the stakeholders in the tourism village. Mapping the needs of the English language for the empowerment of rural tourism, the development of the model of a tourism village become a member of autonomous tourism and language awareness. Tourism awareness, as well as assisting the design of promotional products of potential tourism in the form of brochures, leaflets, and the website in English.

The high commitment of all stakeholders in the tourism village, including the village chief officials, Pokdarwis, farmer groups, BKM, and Batu Guide Center (BGC) to work together to continue the activities of Tourism and language Awareness is autonomously associated with community development projects.



Figure 8. Badawis Staff and the local young people

This current project of BADAWIS is purposed to be conducted in two major tourism villages, Punten and Tulungrejo, to have more consistency of the pioneer group which also served to mobilize the participation of people who need the services of English or also wants to participate as a member of the Tourism and language Awareness groups, so that tourism activists in the village will grow in terms of quality and quantity.

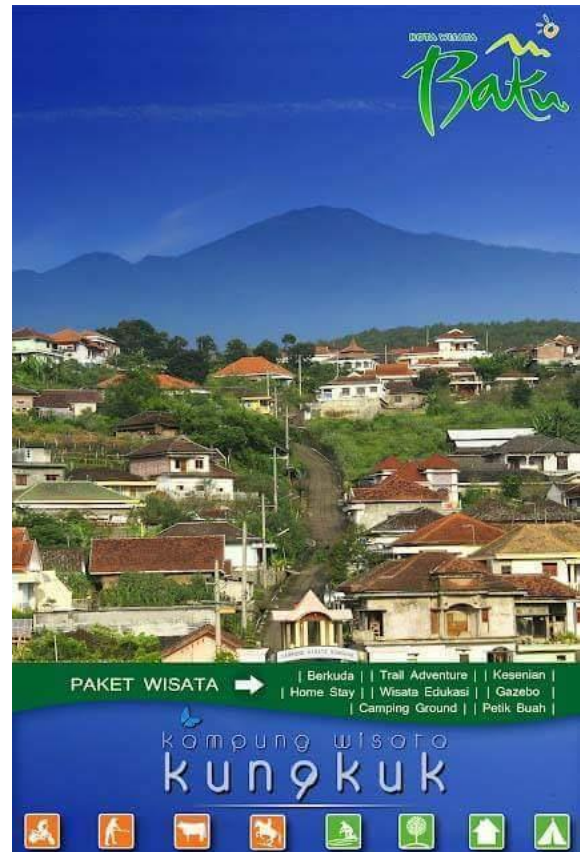


Figure 9. A Potential Tourism Village of Kungkuk

4. CONCLUSION AND SUGGESTION

4.1. Conclusion

From the result of the study, it can be concluded that human resources, language attitudes, social factors, and independence are related each other. In order to reach a harmonious synergy of the tourism in tourism village, it always needs analysis which is used as a fundament to design an ideal tourism village. Therefore the human resources not only have a top down position but also bottom –up which accommodate all of the society's need.

4.2. Suggestions

Although in general, the research has received positive responses from stakeholders in the tourist village, there are some things that need to be improved include:

1. It requires continuous improvement activities as the application of the model to learn English independently so that pioneering group that has been formed will work actively to prepare for the promotion

of tourism products in the form of brochures and web written in English.

2. Consistency of the pioneer group which also served to mobilize the participation of people who need the services of English or also want to participate as a member of a conscious group travel and languages, so that later movers will develop tourism village in terms of quality and in terms of quantity
3. 3. The high commitment of all stakeholders in the tourism village, including the village chief officials, Pokdarwis, farmer groups, BKM, and Batu Guide Center (BGC) to work together to continue the activities of Tourism and language Awareness autonomously associated with community development projects.

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