Profile and competency of tourist guide on ciletuh-palabuhanratu unesco global geopark

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Abstract. Ciletuh-Palabuhanratu Geopark located in West Java Province was approved as UNESCO Global Geopark (UGG) at the Unesco Executive Board session on April 12, 2018 in Paris, France. A distinctive feature of the Ciletuh-Palabuhanratu Geopark has geological diversity, biodiversity and cultural diversity. This decision is of course an opportunity for people in the Geopark area. One of the people's responses to the geopark is a tour guide. The purpose of this study is to study the profile and competence of tour guides. The method used is descriptive by conducting interviews and questionnaires. The results showed that mastery of material about Geopark was still low while hospitality in serving tourists was quite good. The implication is that there needs to be an increase to improve the competence of tour guides in the Ciletuh Geopark - Palabuhanratu area.

1. Introduction
Ciletuh Geopark - Palabuhanratu in West Java Province has been declared as UNESCO Global Geopark (UGG) at the 204th Unesco Executive Board session, Program and External Relations Commission on 12 April 2018 in Paris, France. This decision is of course an opportunity for local people in the Geopark region because the region will become a destination for world tourism visits. Global Geopark Ciletuh Palabuhanratu has a very diverse natural and cultural richness, and fulfills three elements of diversity namely geological diversity, biological diversity, and cultural diversity. Geologically, the Ciletuh geopark is an alluvial bed with unique rocks and beautiful scenery. The beaches along the geopark area have waves that are loved by the world's surfers. In addition, in the hilly area there are a number of natural tourists in the form of 32 waterfalls with a height of 100 - 200 merers such as the Awang waterfall, Central waterfall, Puncak Manik waterfall, Cikanteh waterfall, Ngelai waterfall, Sodong waterfall, Dogdog waterfall, Nyelempet waterfall and Cimarinjung waterfall, and others.

Various business opportunities have begun to be responded to by people in the geopark area, one of which is business opportunities to become a tour guide. Based on the data, the number of tour guides is not less than 140 people. They joined various communities, including the Community of Pakidulan Sukabumi Community (PAPSI), Palapah, Banten Kidul Indigenous Unity, and the local guide community in one of the tourist destinations, the Curong Sodong Guiding Community.

Based on the survey results, the tour guides are either amateurish or unprofessional both in their institutional organizations and in their competency aspects [1][3]. In the context of planning for guidance, a general overview of the profile of local guides in the Ciletuh Palabuhanratu global geopark is needed, including measuring the level of competence as a tour guide. This study aims to describe the profile of the Ciletuh Palabuhanratu global Geopark tour guide and measure at a glance its competence.

2. Methods
This research uses descriptive method with survey and test techniques. Data were collected using a questionnaire and test. The study population was 140 people with a sample of 20 people selected by an axial quota. The research objects that were netted came from PAPSI, PALAPAH, Sodong Curug.
Guides, Beach Guides (PPC), and POKMASI. The netted sexes are all males of homogeneous age. The following is an age table for research subjects and their level of education.

| Age (Year) | Elementary School | Middle School | High School | Bachelor Degree | Total | %  |
|------------|------------------|---------------|-------------|-----------------|-------|----|
| 21 - 30    | 1                | 10            | 4           | 1               | 16    | 80.00% |
| 31 - 40    | -                | 1             | 1           | -               | 2     | 10.00% |
| 41 - 50    | -                | 2             | -           | -               | 2     | 10.00% |
| 51 - atas  | -                | -             | -           | -               | 0     |     |
| Total      | 1                | 13            | 5           | 1               | 20    |     |

% 30.43 26.09 19.57 23.91

Source: Research 2019

The collected data was collected and analyzed descriptively with presentation and tabulation techniques. Data analysis was carried out triangulated between one data and another so that new information was useful.

3. Results and Discussion

3.1. Profile of Geopark Global Tour Guide Ciletuh Palabuhanratu

Some tour guide profile data in the Ciletuh Palabuhanratu global geopark area that needs to be known include gender, marital status, level of income from their work, and their reasons for choosing their profession as a tour guide.

Tour guides in the global geopark region of Ciletuh Palabuhanratu are generally male, even the research subjects netted 100% are male. They are around 21-30 years old and only a few are 31 years old and above.

| No | The answer                                      | f  | %  |
|----|------------------------------------------------|----|----|
| 1  | Art teacher                                    | 2  | 10.00 |
| 2  | Farmers                                        | 2  | 10.00 |
| 3  | Trader                                         | 1  | 5.00  |
| 4  | Odd jobs                                       | 3  | 15.00 |
| 5  | Do not have a job other than a guide           | 12 | 60.00 |

20 100

Source: Research 2019

Table 2 above shows the composition of the main work of tour guides that generally do not have basic work. This data can be interpreted that they rely on income from the guiding service business. Their opinion as a tour guide is very small even if combined with the frequency of work far from the Regional Minimum Wage. The West Java Regional Minimum Wage Standard is Rp. 1,668,372 per month [2]. The following is shown the opinion data of tour guides in the Ciletuh Palabuhanratu Geopark Area per month which has an average income below Rp. 1,000,000 per month.

| No | The answer                                           | f  | %  |
|----|------------------------------------------------------|----|----|
| 1  | Below Rp. 500,000 per month                          | 5  | 25.00 |
| 2  | Rp. 500,000 - 1,000,000 per month                    | 15 | 75.00 |
| 3  | Rp. 1,000,000 - 1,500,000 per month                  | 0  | -   |
| 4  | More than Rp. 1,500,000 per month                    | 0  | -   |

20 100.00

Source: Research 2019
Based on the data above, it is very clear that they fall under the category of underemployment. In the demographic definition, people who are underemployed are those who work but their income is less than the Regional Minimum Wage. Based on their working hours, they work but their working hours are less than 40 hours per week, and according to their productivity they work below the company's productivity standards. Harper's opinion is quoted by [6] said that the definition of subcategories of underemployment which includes underemployment when an employee is overeducated and job serves as amismatch to his skills, when an employee lecturer does not make adequate amounts of money with the required skills and effort, and when he is involved in a job that has low hours. [6]. Data showing that they are categorized as underemployed workers is a very low frequency of guiding work.

**Table 4. Frequency of Guiding Travelers**

| No | The answer       | f  | %   |
|----|------------------|----|-----|
| 1  | Less than 5 times| 2  | 10.00 |
| 2  | 5-10 times       | 7  | 35.00 |
| 3  | 11-15 times      | 3  | 15.00 |
| 4  | More than 15 times| 8  | 40.00 |
|    |                  | 20 | 100.00 |

*Source: Research 2019*

The study continued by exploring information about the reasons the research subjects chose work as a guide, in general because they wanted to supplement their income. This statement was stated by 14 people (70%). What is the guide's perception of the prospective work? The data shows that there are those who consider highly reliable as a profitable profession and some others consider it less reliable.

**Table 5. Perceptions of Guides Towards Prospective Pek kingdom as a Reliable Profession**

| No | The answer             | f  | %  |
|----|------------------------|----|----|
| 1  | Very reliable / promising | 7  | 35.00 |
| 2  | Reliable / promising   | 2  | 10.00 |
| 3  | Less reliable / less promising | 7  | 35.00 |
| 4  | Unreliable / not promising | 4  | 20.00 |
|    |                        | 20 | 100.00 |

*Source: Research 2019*

From the overall data that has been displayed, researchers have concluded that the fate of tour guides is still a concern because in addition to having a low income working hours are also below average.

### 3.2. Ciletuh Palabuhanratu Global Geopark Tour Guide Competency

A tour guide is a type of work that is worldwide, meaning to obtain a professional guide certificate must meet certain competency criteria. However, each country can propose a number of competency standards offered to everyone to obtain them. As the Maldives Qualifications Authority (MQA) formulates the National Competency Standards for Tour Guide with Qualification Code TOU06S01L312 [5][7][9] detailing them into 13 competency units, namely:

1. Observe personal and work place hygiene practices TOU02S1U01V1
2. Practice health, safety and security Practices TOU02S1U02V1
3. Provide effective customer care TOU02S1U03V1
4. Practice effective workplace communication TOU02S1U04V1
5. Perform computer operations TOU02S1U05V1
6. Develop and update tourism industry knowledge TOU06S2U01V1
7. Provide first aid TOU06S2U02V1
8. Offer arrival and departure assistance TOU06S2U03V1
9. Coordinate and operate a tour TOU06S2U04V1
10. Develop and maintain the general knowledge required by the TOU06S2U05V1 guides
11. Lead tour groups TOU06S2U06V1

3
12) Prepare and present tour commentaries or activities TOU06S2U07V1
13) Work as a guide TOU06S2U08V1

This study does not measure all of the above criteria, because the competency of tour guides in the Ciletuh Palabuhan ratu global geopark region has not been able to fulfill them. Below is only digging up information on the surface according to the needs of an urgent competency. Another reason, because the tour guide has not received serious training from the government and or other stakeholders. The following is data on the training that guides have participated in during their time as guides, at least since 2015.

Table 6. Number of Trainings Participated by Tour Guides

| No | The answer                     | f  | %    |
|----|--------------------------------|----|------|
| 1  | Has never been                 | 2  | 10.00|
| 2  | Once 1-2 times                 | 9  | 45.00|
| 3  | 3 - 5 times                    | 9  | 45.00|
| 4  | More than 5 times              | 0  | -    |
|    |                                | 20 | 100.00|

Source: Research 2019

The data above illustrates that almost all guides have received training. However, after being confirmed with the interview data, it turns out that the training they had received was only an introduction with only half a day of training. The organizer of the training was also quite concerned because 32.25% were held independently by other communities. The contribution of coaching from the government is only around 29.03%, and the rest is conducted by outside parties. With this data, the frequency of training needed is still very lacking. As for the material that has been received by the tour guides can be seen in the following table.

Table 7. Training Materials Received by Tour Guides

| No  | Content                                      | Material that has been obtained from the training | The level of urgency of the training material |
|-----|----------------------------------------------|--------------------------------------------------|--------------------------------------------|
|     |                                              | Yes     | Not Yet | Important | Important enough | Not Important |
| 1   | Tourist Transfer Service                     | 0       | 20      | 18        | 2                  | 0              |
| 2   | Loss Management                             | 5       | 15      | 19        | 1                  | 0              |
| 3   | Handling problems                           | 9       | 11      | 18        | 2                  | 0              |
| 4   | Accident Confectionary                      | 9       | 11      | 19        | 1                  | 0              |
| 5   | Reporting activities to the Community / Company | 9    | 11      | 19        | 1                  | 0              |
| 6   | Body Language Techniques                    | 10      | 10      | 19        | 1                  | 0              |
| 7   | Management of Pain or Death                 | 10      | 10      | 19        | 1                  | 0              |
| 8   | Oral Speaking Techniques                    | 11      | 9       | 18        | 2                  | 0              |
| 9   | Tourist Complaint Handling                   | 11      | 9       | 18        | 2                  | 0              |
| 10  | Tour Services                               | 12      | 8       | 17        | 3                  | 0              |
| 11  | The Technique of Exploring Information      | 13      | 7       | 18        | 2                  | 0              |
| 12  | Bio-diversity material in the Ciletuh GeOPark area, Pelabuhan ratu | 14  | 6       | 19        | 1                  | 0              |
| 13  | Cultur-diversity material                   | 14      | 6       | 19        | 1                  | 0              |
Based on the data in table 7, it is very apparent that the basic competence regarding scouting is still lacking, especially when referring to international scouting competency standards. The first data collection on the competence of tour guides in the Ciletuh Palabuhanratu Geopark Area was the exploration of foreign language mastery (English). The results of the study are as follows:

**Table 8. Foreign Language Mastery Levels (English)**

| No | The answer                                                                 | f | %  |
|----|---------------------------------------------------------------------------|---|----|
| 1  | Understand conversation and be able to talk                               | 0 | -  |
| 2  | Understanding conversation but not able to talk                           | 10| 50,00 |
| 3  | Lack of understanding of the conversation and less able to talk           | 4 | 20,00 |
| 4  | Not understanding the conversation and not being able to talk             | 6 | 30,00 |
|    |                                                                           | 20| 100,00 |

**Source: Research 2019**

Based on the data above, it is very clear that tour guides are not ready to accept foreign tourists. These aspects of communication skills will greatly affect the guide's performance [10][11]. The next data mining is to measure the guide's insights on the tour guide's code of ethics, knowledge of the guiding tasks, and insight into material information about the Ciletuh Palabuhanratu global geopark that will be conveyed to tourists both in terms of geodiversity, biodiversity, and cultural diversity. The number of items raised is very small, only 7 (seven) with a simple type of question. The results show that the mastery of the material is only 44.29%. The following is the number of questions answered correctly by the respondents:

**Table 9. Number of Questions Answered Correctly by Respondents**

| No | Knowledge                                                                 | Number of questions answered correctly | %  |
|----|---------------------------------------------------------------------------|----------------------------------------|----|
| 1  | Code of Conduct for Guides                                                | 4                                      | 20,00 |
| 2  | Information that should be immediately known from tourists                | 19                                     | 95,00 |
| 3  | Hospitality attitude through body language                                | 4                                      | 20,00 |
| 4  | The terms transfer in and out of tourists                                 | 9                                      | 45,00 |
| 5  | The task before the tour so that no pick up tourists                      | 2                                      | 10,00 |
| 6  | Itinerary                                                                  | 5                                      | 25,00 |
| 7  | Accident handling when traveling                                          | 19                                     | 95,00 |

**Source: Research 2019**

What is the correlation between variables on the competence of tour guides?[8] Although the number of respondents is limited, researchers try to do a correlation test between the scores of competency scores with the experience of the guide, the value is quite good which has a correlation value of 0.45; The score between the competency score and the academic qualification or level of education has a correlation value of 0.36. Based on these data, it can be concluded that the experience and educational factors are influential and effective in increasing the competence of tour guides in the global geopark region of Palabuhanratu.
4. Conclusions
Finally we know that the tour guides in the global geopark region of Ciletuh Palabuhanratu are guides who are still half-unemployed because their income is still below the Regional Minimum Wage with the number of hours worked below the worker's standard. The level of competence as a tour guide is still far from an adequate standard, it can even be said to be an amateur guide with a passion for serving visiting tourists. Based on the conclusions above, the implications can reduce the number of tourist visits because the spearhead is still "blunt" to promote tourist attraction. The consequence for local government stakeholders and / or the governing body of the geopark area is that it needs to be carefully designed to foster tour guides so as to obtain competency standards for tour guides, at least meet national standards.

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