

Improvement Of Knowledge and Skills of Hospitality in Tourism Group in Budo Village, District Wori, North Sulawesi Province

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Abstract

A hospitality attitude is needed by the local community when the village where they live will become as a tourism village. This attitude is closely related to the way the community welcomes guests who come and even stay overnight in tourist villages. The aim of this training program is to improve hospitality knowledge and skills in tourism groups in Budo Village, wori sub-district, North Minahasa Regency. The training method is carried out in the form of: a teaching system, simulation through role play, and at the end of the training an evaluation of the entire material being taught is carried out. The expected outcome is an increase in the knowledge and skills of the tour groups and has a broad impact on the local community in Budo Village

Keywords; Knowledge, Skills, Hospitality, Tourism Group, Budo Village

INTRODUCTION

Currently the tourism sector is used as the leading sector of development in Indonesia, which has an impact on the development of various other sectors in supporting the tourism sector. This is felt by the improvement of various facilities and infrastructure in various regions that touch all corners of the archipelago. Tourism is a holistic sector, meaning that it touches all other sectors, because tourism is a user of all available infrastructures, meaning that tourism can run well when all infrastructure (facilities) are available in good condition. Tourism cannot run well if all infrastructure is in a state of disrepair and cannot be used properly.

In addition to the available infrastructure, tourism also requires people who can implement every availability of the sector. Tourism as a labour-intensive industry requires skilled workers and has a passion in providing services to guests or tourists who come to certain destinations. For the hospitality industries such as hotels, tour and travel, restaurants, skilled and agile workers and have a hospitality attitude are needed or become a mandatory standard for the industry. This means that workers who work in these fields at least have an educational background or must have skills related to tourism.

However, the problem with the attitude of hospitality is that it is very much needed in the success of tourism, associated with tourism which will be developed in a rural setting, of course, this requires serious concentration in solving the needs of the tourism industry. In the concept of tourism for poverty (pro-poor tourism), (Woodly, 1993 in Pitana, 2006) states that "local people participation is a prerequisite for sustainable tourism." This means that there are three components that must exist in the concept of empowerment, namely: (1) Enabling setting; strengthening the situation at the local level to be good so that local people can dance on stage, (2) empowering the local community, meaning that the community is prepared, their knowledge and skills are improved so that they are able to take advantage of the setting well and (3) socio-political support, meaning that when they have ready to play, it is necessary to have other supporting devices such as social support, politics, networking and so on.

In relation to the concept of tourism for the empowerment of local communities; (Roe and Goodwin, 2001) emphasize the need for several issues that must be addressed so that tourism can make a significant contribution to poverty alleviation, namely (1) the commitment of tourism entrepreneurs to employ local residents, (2) developing small businesses, (3) providing infrastructure services. , security, communication, health and so on, (4) assurance that tourism

does not result in a decrease in environmental quality, (5) learning for local residents to respect indigenous cultures, (6) improving conditions, preventing negative impacts of tourism, and (7) participation communities in planning and decision-making processes.

Based on the some of the theories, it can be concluded that tourism at the village level needs to be given serious training considering that villages have lagged behind in understanding tourism, more specifically the readiness of people in rural areas to welcome and even support every tourism program. This problem is a common problem in almost all rural areas in Indonesia.

The low level of service to guests does not only occur in rural communities, but also in urban communities, which are considered to have more advanced knowledge and understanding. The results of research on service to guests in the local culinary restaurant industry in Manado where the quality of service with a satisfaction level of -1.35 means that the total average guest is not satisfied with the service performance provided by local workers. (Towoliu et al, 2017). And this also happens in several countries that are considered to have more advanced tourism, such as in Croatia and China, where the quality of service to guests is still low. (Markovic et al, 2010; Tan et al, 2014)

This happened in one of the villages in North Sulawesi Province, North Minahasa Regency, Wori sub-district, a village called Budo Village. This village is located on the Wori coast facing Bunaken National Park, even part of the village area is included in the national park area, an area that is already known as one of the best destinations in Indonesia, but around the area the practice of hospitality tourism is not working properly. This Budo Village has programmed tourism as a flagship program with various program activities carried out related to these attractions. However, there are several obstacles faced by the manager of this tourist village which of course relates to the human resources in the village. The main problem is people's knowledge about tourism and skills in handling guests who come. Manners of the community are still rigid and do not have the skills so they need assistance to be trained in handling guests who come. In the village there is already a tour group but it is still not fully empowered.

METHOD

The method of implementing activities is through hospitality training for tourism groups which are attended by 16 participating members, where two methods are applied, namely the implementation of activities and evaluation. The training method is carried out in the form of: a simulation teaching system (lecturing) in the form of role play, then after that an evaluation is carried out to the extent to which the participants' understanding of receiving teaching, especially regarding the community's grasp of the learning given, is carried out. This activity was carried out in Budo Village for 2 (two) weeks.

RESULTS

This community service activity is carried out in Budo Village. Budo Village is located in Wori District, North Minahasa Regency, 30 km from the capital of regency, and 4 km from the sub-district capital, 21 km from Manado which is the centre of the capital city of North Sulawesi province. The purpose of this community service activity is to improve hospitality knowledge and skills in tourism groups in Budo Village, (Towoliu et al, 2020). The number of members of this tour group is 16 people, consisting of young people in the village. This is very potential considering that they can become agents of change who will advance Budo village as a tourist village. In addition, for the short term, it is hoped that they can also become key persons to be able to transfer the material they have received to other members of the community. This is a consideration from the community service team from the Manado State Polytechnic.

DISCUSSION

In improving hospitality knowledge and skills, the community service team uses two training methods to address the lack of knowledge and skills of activity participants. The two presentation models presented are teaching materials (lecturing) and simulation/role play. The

teaching method is carried out with the aim of opening participants' understanding of the nature of tourism and hospitality, while simulations through role play are carried out to make it easier for participants to understand and at the same time be able to practice the material presented.

The following is a step-by-step method for improving hospitality knowledge and skills for tourism groups in Budo Village.

1. Teaching Method (Lecturing)

The presentation of the material provided is in the form of understanding hospitality and procedures for welcoming guests who visit the village. The four characteristics that exist in hospitality are: (1) It is given by the host to a guest who is away from home. (2) It is interactive, involving the union of provider and receiver. (3) It consists of a mix of tangible and intangible factors. (4) The host provides security, psychological and physiological comfort for guests. (King, 1995; Kunwar, 2017). The counselling material provided by the team from the state polytechnic was intended to open the minds of participants on how to treat guests who come to tourist villages properly and correctly. The importance of being a good host in serving guests properly will have an impact on guests, they will feel happy, stay longer in the village and the possibility of returning is very high because surely guests will be satisfied with the hospitality given by the host. (Chatzigeorgiou and Simeli, 2017).

In the process of presenting this material, it is not only monotonous; only from the presenter but also built a dialogue between the participants and the presenters. Participants are always given the opportunity to ask questions and share their experiences when guests/tourists first visit the village. How their attitudes and feelings, when dealing with strangers, were all expressed by the participants to get feedback from the presenters. In essence, the speaker conveyed the information that as much as possible to make the guests who came, they should be psychologically and physiologically comfortable in the village. This teaching session was carried out for more than 1 day and it was found that the participants were enthusiastic about the material presented.

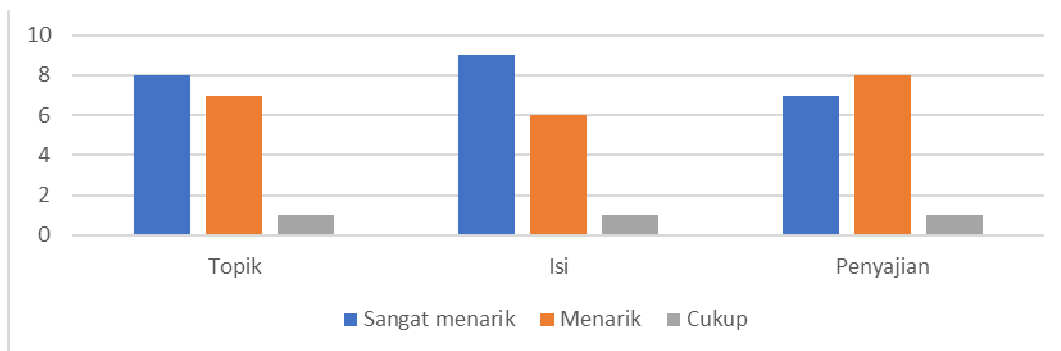
2. Simulation method / role play

In the simulation session by way of role play, the participants take turns playing roles. However, before the role play was carried out, the participants were shown through a video slide which in the video shows how the village tourism owner welcomes foreign guests who come to the village. The stages are displayed when tourists / guests enter the village, are greeted by the village manager, offer various tourism products in the village, then the guests are also directed to one of the houses that has been used as a home stay. The video shows how a friendly attitude must be displayed by tourism owners in terms of local communities.

The purpose of this role play method is so that participants can practice manners / attitudes, how to speak when welcoming guests, then treat guests as long as they are at the tourist location even until the guest will leave the tourist location. This is very important considering the attitude, speech, body gestures also greatly affect the impression of guests. (Legiansyah, 2018; Utami, 2020). The simulation method with role play is carried out for two days with the intention of the presenters being able to monitor and correct when there are errors from the participants during this role play activity.

3. Evaluation of activities

After the material delivery and simulation activities, at the end of the community service activity an evaluation was carried out to get feedback regarding the material presented and the participants' commitment to practice the material obtained in tourism activities in Budo village. The following are the results of feedback from participants:

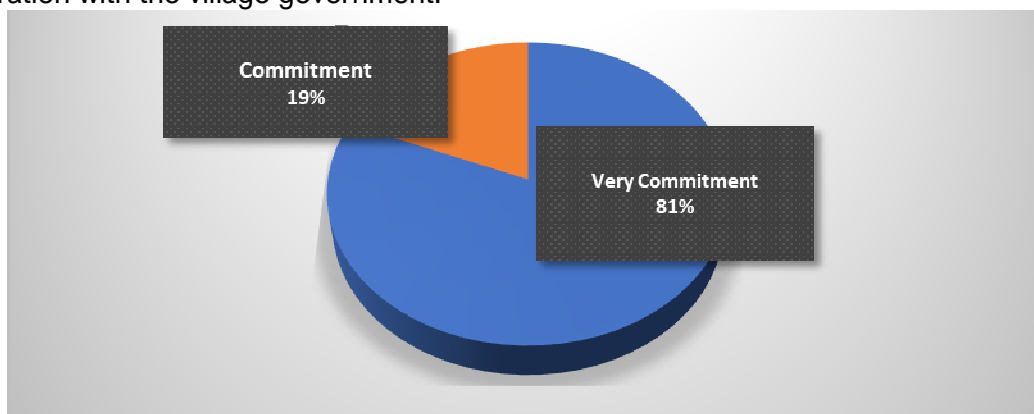


Source: data processed by presenters

Figure 1. Material Evaluation

On figure 1, you can see the results of the evaluation of the material presented, for the topic of the material where the average participant answered the material was very interesting and very interesting, then followed by the content of the material and presentation techniques, all of which were considered very interesting and interesting.

Furthermore, the participants' commitment to practice the material found during community service activities in Budo Village, to be implemented in tourism activities. As shown in figure 2, it can be seen that the answers of participants who took part in this activity were very committed 81% and committed 19%, this shows the positive attitude conveyed by the participants, as well as good input for the Manado State Polytechnic community service team. This means that this community service activity was successful. The next activity is mentoring for participants which can be done at certain times according to the needs of the participants by establishing intense collaboration with the village government.



Source: data processed by presenters

Figure 2. Commitment

CONCLUSIONS AND RECOMMENDATIONS

From the community service activities carried out by the Manado State Polytechnic team in Budo Village, it can be said to be successful by seeing the increase in the knowledge and skills gained by the participants, through the enthusiasm and commitment built by the trainees who are members of the tour group. In the future, as a recommendation for educational institutions, especially the Department of Tourism and the community service team, it is necessary to provide assistance and supervision to the training programs that have been carried out so that the progress of program implementation will be seen.

ACKNOWLEDGMENTS

The community service implementing group thanked the Manado State Polytechnic through the Center for Research and Community Service which funded community service activities in Budo Village, Wori District, North Minahasa Regency, North Sulawesi Province.

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