

Development of English Travel Guide for Improving Local Tourism Services in Ollon Valley Tourist Attraction, Tana Toraja

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Abstract

The current tour guides do not meet the needs of local tour guides in the Ollon Valley, so it is necessary to develop travel guides tailored to their needs. Next, the lack of use of technology in the provision of Ollon Valley tour guides, makes it difficult for local tour guides to access up-to-date and accurate information about attractions. And lastly from the aspect of cross-cultural communication, cultural and linguistic differences between local tour guides and foreign tourists can lead to misunderstandings and make the tourist experience less enjoyable, so a better English-speaking travel guide is needed to facilitate better communication between the two parties. In the research on "Development of English Travel Guide for Local Tour Guides in Ollon Valley, Tana Toraja" the method used is the Research and development. The development method is the process used to develop and validate educational products. This method was developed in 10 stages and implemented in Community Service activities Development of English Travel Guides for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja. The results confirms that: 1) Local tour guides are in dire need of comprehensive and informative English-speaking tour guides, which not only assist them in providing better service to tourists, but also allow tourists to have a richer and more satisfying experience during their stay in Ollon Valley Attractions, 2) Foreign tourists express a great need for comprehensive information about the attraction, including the history, culture, and activities available in the Ollon valley attraction, and 3) The development of English-language travel guides can improve accessibility for foreign tourists, improve their understanding of attractions, and provide better service.

Abstrak

Para pemandu wisata saat ini tidak memenuhi kebutuhan dari pemandu wisata lokal di Lembah Ollon, oleh karena itu penting untuk mengembangkan panduan wisata yang disesuaikan dengan kebutuhan mereka. Selanjutnya, kurangnya penggunaan teknologi dalam penyediaan panduan wisata Lembah Ollon, membuat sulit bagi pemandu wisata lokal untuk mengakses informasi terkini dan akurat tentang objek wisata. Dan terakhir dari aspek komunikasi lintas budaya, perbedaan budaya dan bahasa antara pemandu wisata lokal dan wisatawan asing dapat menyebabkan kesalahpahaman dan membuat pengalaman wisata kurang menyenangkan, sehingga diperlukan panduan wisata berbahasa Inggris yang lebih baik untuk memfasilitasi komunikasi yang lebih baik antara kedua belah pihak. Dalam penelitian tentang "Pengembangan Panduan Wisata Berbahasa Inggris untuk Pemandu Wisata Lokal di Lembah Ollon, Tana Toraja" metode yang digunakan adalah Penelitian dan pengembangan. Metode pengembangan adalah proses yang digunakan untuk mengembangkan dan memvalidasi produk pendidikan. Metode ini dikembangkan dalam 10 tahap dan diimplementasikan dalam kegiatan Pengembangan Layanan Masyarakat Pengembangan Panduan Wisata Berbahasa Inggris untuk Pemandu Wisata Lokal di Daerah Terpencil, Lembah Ollon, Tana Toraja. Hasil penelitian menegaskan bahwa: 1) Pemandu wisata lokal sangat membutuhkan panduan wisata berbahasa Inggris yang komprehensif dan informatif, yang tidak hanya membantu mereka dalam memberikan layanan yang lebih baik kepada wisatawan, tetapi juga memungkinkan wisatawan untuk memiliki pengalaman yang lebih baik dan memuaskan selama mereka menginap di Objek Wisata Lembah Ollon, 2) Wisatawan asing menyatakan kebutuhan yang besar untuk informasi komprehensif tentang objek wisata, termasuk sejarah, budaya, dan aktivitas yang tersedia di objek wisata Lembah Ollon, dan 3) Pengembangan panduan wisata berbahasa Inggris dapat meningkatkan aksesibilitas bagi wisatawan asing, meningkatkan pemahaman mereka tentang objek wisata, dan memberikan layanan yang lebih baik.

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INTRODUCTION

This Community Service activity is based on the need to develop English-language tour guides for local tour guides in remote areas, namely Ollon Valley Tourism Object, Tana Toraja. Tana Toraja is a regency in South Sulawesi Province which is famous for its natural beauty and traditional culture. However, many foreign tourists visiting this area cannot communicate well with local tour guides because English is not well understood by the local people.

English Travel Guide for Local Tour Guides is a guide to help local tour guides in a particular area to communicate with foreign tourists well and effectively using English (Darma et al., 2022; Tanasavate, 2024). By focusing on the unique needs and challenges encountered in a particular area, this guide provides practical strategies and insights to facilitate seamless interactions between guides and international visitors (Aschauer et al., 2021; de Belen et al., 2019; Fernández del Amo et al., 2018; Marques et al., 2022). From mastering essential vocabulary and phrases to navigating cultural nuances and preferences, the guide equips local guides with the linguistic proficiency and cultural competence needed to create enriching experiences for tourists from diverse backgrounds (Fernández del Amo et al., 2018). Structured with a keen understanding of the dynamic nature of tourism, the guide emphasizes a tourist-centric approach aimed at exceeding visitor expectations (Huang et al., 2023). It offers guidance on effective communication techniques, problem-solving strategies, and continuous learning opportunities to ensure that local guides can confidently engage with tourists, regardless of language barriers or cultural differences. By empowering local guides to communicate fluently, respectfully, and professionally in English, the English Travel Guide for Local Tour Guides not only elevates the quality of tourist experiences but also strengthens the reputation and sustainability of the local tourism industry, fostering meaningful connections and leaving a lasting impression on visitors from around the globe (Torkington et al., 2020). The guide contains information about attractions, local customs and culture, as well as phrases or vocabulary commonly used in the tourism industry (Cros & McKercher, 2020). It offers a curated selection of phrases and vocabulary commonly utilized within the tourism industry, equipping guides with the linguistic tools to effectively communicate with foreign visitors and enhance their understanding and enjoyment of the area. By consolidating practical information and language resources, the guide empowers local tour guides to confidently engage with tourists, offering a seamless and immersive experience that showcases the unique charm and character of the destination.

This guide equips local tour guides with the necessary English language skills to effectively communicate with foreign tourists, enabling them to provide more engaging and personalized experiences (Asrifan et al., 2020). By enhancing their ability to understand and respond to the needs and inquiries of international visitors, the guide ultimately contributes to elevating the overall quality of tourist services offered in the area (Ballantyne et al., 2011). With improved communication, local guides can forge stronger connections with tourists, ensuring memorable and satisfying experiences that reflect positively on the destination. (Huss, 2024; Salazar, 2005). English-speaking travel guides can also assist foreign tourists in understanding the information provided by local tour guides (Weiler & Ham, 2002), so that they can better understand the local culture and enjoy the attractions better (Hong et al., 2022). The collaborative partnership between English-speaking travel guides and local tour guides enhances the depth and richness of the tourist experience. By leveraging their combined expertise and language skills, they create a seamless journey for visitors, offering insights into local culture, history, and attractions. This synergy fosters greater engagement and appreciation among tourists, ensuring a memorable and fulfilling exploration of the destination.

In this Community Service activity, the implementers will develop an English Tour Guide for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja. Ollon Tana Toraja Nature Tourism is a natural tourist destination located in Tana Toraja Regency, South Sulawesi Province, Indonesia. This tourist destination is located about 41, 1 km or 1 hour 50 minutes using a four-wheeled vehicle and 1 hour 44 minutes using a motorbike from Makale, Tana Toraja. Ollon Tana Toraja Nature Tourism has stunning natural beauty with a landscape consisting of green hills, beautiful waterfalls, and stunning scenery. Here, visitors can do various activities such as trekking, camping, fishing spots, motorcycle tracks, and off road tracks. In addition, in Ollon Tana Toraja Nature Tourism there are also coffee, corn, and pine sap plantations that can be visited by visitors. Visitors can learn about the process of making coffee and rubber as well as taste the coffee and rubber produced here. To reach Ollon Tana

Toraja Nature Tourism, visitors can use private vehicles or rent vehicles in Makale City. The best time to visit Ollon Tana Toraja Nature Tourism is in the dry season, which is between April to September.

Based on pre-observations in Local Tourism in Remote Areas, Ollon Valley, Tana Toraja it was found that the lack of English speaking tour guides available in remote areas, Ollon Valley, Tana Toraja, caused difficulties for local tour guides in providing proper information to foreign tourists. In addition, the limited English skills of local Ollon Valley tour guides, hinder their ability to communicate with foreign tourists effectively. In addition, the current tour guides do not meet the needs of local tour guides in the Ollon Valley, so it is necessary to develop travel guides tailored to their needs. Next, the lack of use of technology in the provision of Ollon Valley tour guides, makes it difficult for local tour guides to access up-to-date and accurate information about attractions. And lastly from the aspect of cross-cultural communication, cultural and linguistic differences between local tour guides and foreign tourists can lead to misunderstandings and make the tourist experience less enjoyable, so a better English-speaking travel guide is needed to facilitate better communication between the two parties. Therefore, this Community Service activity aims to expand information accessibility for foreign tourists visiting Ollon Valley Tourism Objects, Tana Toraja. Specifically, this Community Service activity aims to investigate: 1) the needs of local tour guides of Ollon Valley Tourism Objects for English-language tourist guides, 2) The needs and expectations of foreign tourists in visiting Ollon Valley Attractions, Tana Toraja, and 3) the operational model of English-Language Travel Guides for Improving Local Tourism Services in Ollon Valley Attractions, Tana Toraja.

METHOD

In the research on "Development of English Travel Guide for Local Tour Guides in Ollon Valley, Tana Toraja" the method used is the Research and development. The development method is the process used to develop and validate educational products (Borg & Gall, 1983). This method was developed in 10 stages and implemented in Community Service activities Development of English Travel Guides for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja, here are the ten stages of implementing the service:

a. Research and information collecting

This stage includes literature studies related to the problems studied, measurement of needs, research on a small scale, and preparation to formulate a research framework. This stage is carried out to understand the conditions of remote areas, Ollon Valley, Tana Toraja and local tour guides who are there. In this stage, observations and interviews are conducted to obtain information about tourist conditions, the needs of local tour guides for English-speaking tour guides, and obstacles faced by local tour guides.

b. Planning

The planning stage consists of activities to prepare a research plan which includes formulating skills and expertise related to the problem. The first thing that needs to be done is to identify the needs and expectations of foreign tourists in visiting a place. For example, do they want to know the local history and culture, or do they want to find adventure or relax. After knowing the needs of foreign tourists, the next step is to determine the content of the guide to be presented. This content should include historical, cultural, tourist attractions, activities, restaurants, hotels, etc. relevant to the needs of foreign tourists. Then determine the goals to be achieved at each stage, design or research steps.

c. Develop preliminary form of product

At this stage, the activities carried out are to develop the initial form of the product "English Travel Guide for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja" which will be produced. Included in this step are the preparation of supporting components, preparing guidelines and manuals, and evaluating the feasibility of supporting tools.

d. Preliminary field testing

Preliminary field testing, which is conducting initial field trials on a limited scale, involving users and experts (tour guides, foreign tourists and tourism experts), with a total of 6-12 subjects. In this step, data collection and analysis are carried out by means of interviews, observations or questionnaires.

e. Main product revision

Main product revision, which is to make improvements to the initial product produced based on the results of initial trials. This improvement is very likely to be done more than once, according to the

results shown in limited trials, so that a draft of the main product (guide) is obtained that is ready for wider trials.

f. Main field testing

Main field testing, usually called the main test involving a wider audience, namely 30 subjects. Data collection is carried out quantitatively, especially on performance before and after the implementation of trials. The results obtained from this trial are in the form of an evaluation of the achievement of trial results (guideline design) compared to the control group. Thus, in general, this step uses an experimental research design.

g. Operational product revision

Operational product revision, which is to make improvements / improvements to the results of wider trials, so that the product developed is already an operational model design that is ready to be validated.

h. Operational field testing

Operational field testing, which is a validation test step against the operational model that has been produced. Conducted by involving 50 subjects. Testing is carried out through questionnaires, interviews, and observation and analysis of the results. The purpose of this step is to determine whether the guidelines developed are really ready to be used by tour guides without having to be briefed or assisted by researchers/developers of English-speaking tour guides for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja.

i. Final product revision

Final product revision, namely making final improvements to the English Travel Guide for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja which was developed to produce the final product;

j. Dissemination and implementation

Dissemination and implementation, which is a step to disseminate English-Language Travel Guides for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja which is developed to the public / wider community, especially in the tourism arena. The main step in this phase is to communicate and socialize the Guide in the form of a Travel Guide Book Publication.

RESULT AND DISCUSSION

The results of this study highlight the importance of understanding the level of English skills of local tour guides in Ollon Valley Tourism Object, Tana Toraja. The majority of tour guides have a basic to intermediate understanding of English, which is a good starting capital in communicating with foreign tourists. However, it was found that they still need additional help especially in terms of specific vocabulary related to the field of tourism. This is in line with what was conveyed by participant "A" regarding the difficulties faced in communicating with foreign tourists regarding tourism information:

"Yes, sometimes I find it difficult especially when tourists ask questions that require deeper knowledge of local history or culture. I can explain basic information, but when it comes to certain details, I feel less confident."

Regarding specific things that make participants feel less confident in providing information related to local historical or cultural details, here are the responses of participant "B":

"Yes, one of them is specific vocabulary related to tourism. For example, when explaining traditional rituals or complex local stories, I often feel less able to express myself well in English."

Tour guides who have a basic understanding of English may be able to understand common phrases and explain basic information about attractions. However, when dealing with foreign tourists who have more specific or in-depth information needs, such as local history, culture, or detailed descriptions of tourist attractions, such guides may have difficulties.

Therefore, the results of this study indicate the need for additional assistance in increasing the specific vocabulary related to tourism for local tour guides. This can be done through a variety of methods, such as specialized training, workshops, or customized learning resources. For example, a tour guide may be given a list of vocabulary commonly used in the context of tourism, including typical terms, descriptions of tourist attractions, or phrases often used by foreign tourists. By expanding the vocabulary and understanding of local tour guides related to English in the context of tourism, it is expected to improve their ability to provide informative and satisfying services to foreign tourists (Darma et al., 2022). It can also increase their confidence in interacting with foreign tourists, thus creating a more positive and satisfying travel experience for both parties (Cros & McKercher, 2020).

Furthermore, this study highlights the importance of a comprehensive English-language travel guide for local tour guides in Ollon Valley Tourist Attraction, Tana Toraja. In interviews and surveys, tour guides convey their need for guides that include not only basic information about the attraction, but also more detailed information about important aspects such as local culture and means of transportation.



Picture 1: Ollon Green hills



Picture 2: Ollon Stunning scenery



Picture 3: Ollon Camping ground



Picture 4: Ollon Horse farming

Local tour guides realize that in order to provide a satisfying experience to tourists, they need to have a deep understanding of the attractions they are guided by. An English-language travel guide that includes detailed information about the attraction's history, uniqueness, main attractions, and activities will help them in providing a comprehensive explanation to tourists (Salazar, 2005). In addition to

information about the attraction itself, tour guides also express the need to understand and communicate aspects of local culture to tourists (Weiler & Ham, 2002). This includes traditions, traditional rituals, cultural activities, and interactions with local communities (Hong et al., 2022; Huss, 2024; Tanasavate, 2024; Torkington et al., 2020). Travel guides that include information about local culture will help tourists to better understand and appreciate the uniqueness and richness of culture that exists in the Ollon Valley.

Thus, these findings indicate that local tour guides are in dire need of comprehensive and informative English-speaking tour guides, which not only assist them in providing better service to tourists, but also allow tourists to have a richer and more satisfying experience during their visit in Ollon Valley Attractions.

a. The needs and expectations of foreign tourists in visiting Ollon Valley Attractions, Tana Toraja

The elaboration of these findings shows that foreign tourists have high expectations and needs for comprehensive information when visiting Ollon Valley Tourist Attraction, Tana Toraja. Here are some points that reinforce these findings:

Foreign tourists are interested in understanding the history of the Ollon Valley Tourist Attraction. They want to know the historical background of the place, including its origins, historical developments, and important events that took place in the region. This historical information provides important context for tourists to better understand the value and significance of the places they visit. Related to things that make foreign tourists interested in visiting Ollon Valley Attractions, here are the results of interviews with participant "C":

"I've always been interested in exploring places rich in history and culture. I have heard a lot about Ollon Valley Attractions and their unique history, so I really wanted to see it for myself."

Related to this, participant "D" also provided information related to certain information related to the history of Toraja and its tourist attractions that became interesting, following interview excerpts:

"I am very interested to understand the historical background of this place. I want to know its origins, how this place developed over time, and whether any significant events happened in this region. I believe that understanding the history of the places I visit provides important context for my travel experience."



Picture 5: Interview with the tourists from Uzbekistan



Picture 6: Interview with the tourists from USA

In addition, foreign tourists also seek information about the various activities available in the Ollon Valley. They want to know the options for tourist activities they can do, such as trekking,

cycling, visiting historical sites, participating in cultural events, or sampling local cuisine (Hong et al., 2022; Huang et al., 2023). Information about these activities helps travellers to plan and maximize their travel experience during a visit to the region (Ballantyne et al., 2011). Types of activities that foreign tourists are looking for during a visit to Toraja, especially in Ollon, here is an interview with participant "E":

"I'm interested in trekking or cycling in the outdoors, because I love exploring nature. In addition, I also want to visit historical places around this region to understand more about its culture and history. I am also very interested in participating in local cultural events or trying traditional Torajan cuisine."

Participant "F" also provided information about how activities at Ollon attractions helped him in planning a visit to Ollon attractions. Here are the results of the interview with participant "F":

"The information about the activities available really helped me in planning my time here. By knowing the options available, I can create an itinerary that suits my interests and ensure that I can maximize my travel experience in the region. It helps me to plan my days better and ensures that I don't miss anything interesting."

Thus, these findings show that foreign tourists are not only looking for a mediocre tourist experience, but they really appreciate the in-depth information about the history, culture, and activities available in Ollon Valley Attractions. Therefore, it is important for tourism-related parties to provide comprehensive and detailed information to meet the expectations and needs of these tourists, so that they can experience a meaningful and satisfying travel experience.

b. Operational model of English Travel Guide for Improving Local Tourism Services in Ollon Valley Attractions, Tana Toraja

The first step in the development of the guide is the selection of relevant content. It involves identifying the most important and interesting information for foreign tourists visiting the Ollon Valley. Relevant content includes information on key attractions, cultural attractions, available activities, accommodation and transport facilities, and advice and tips for travellers. It is important to understand the needs and preferences of foreign tourists in the context of developing guidelines (Darma et al., 2022; Hong et al., 2022; Tanasavate, 2024; Weiler & Ham, 2002). This can be done through surveys, interviews, or market research that focuses on the segment of foreign tourists visiting the Ollon Valley. The information obtained from this analysis will help in determining the most relevant and interesting content for the target audience.

Once the relevant content has been selected, the next step is the translation process and language adaptation (Darma et al., 2022). It involves translating information from the local language into English with due regard to the needs and preferences of foreign tourists (Asrifan et al., 2020; Hong et al., 2022; Huss, 2024; Salazar, 2005; Tanasavate, 2024). This process involves not only word-for-word translation, but also adaptation of content to suit the culture and context of foreign tourists. For example, using terms or phrases that are better known in tourism English, as well as ensuring the language used is easily understood by foreign tourists.

The final step is to conduct a guided trial with a group of local tour guides and/or foreign tourists. This makes it possible to evaluate the effectiveness of the guide in conveying relevant and useful information to the target audience (Hong et al., 2022; Huang et al., 2023). Based on the feedback received during the trial, the guidance can be adjusted and improved to better suit the needs of foreign tourists.



Picture 7: Preliminary field testing



Picture 8: Main field testing



Picture 9: Operational field testing

The development method is the process used to develop and validate educational products (Borg & Gall, 1983) . This method was developed in 10 stages and implemented in Community Service activities Development of English Travel Guides for Local Tour Guides in Remote Areas, Ollon Valley, Tana Toraja. Based on the results of the development of a guide consisting of ten stages (Borg & Gall, 1983), then below is an outline of the development results English-Language Travel Guides for Improving Local Tourism Services in Ollon Valley Attractions, Tana Toraja:

Chapter I: Profile of Ollon Valley Attractions, Tana Toraja

- a. Geographical and historical description
- b. Unique Culture and Tradition
- c. Tourism Potential Owned

Chapter II: Roles and Responsibilities of Tour Guides

- a. Definition and Role of Tour Guide
- b. Responsibilities Related to English Language Services
- c. The Importance of Communication Skills in Guiding

Chapter III: English Basics for Guides

- a. Basic Grammar
- b. Travel Vocabulary
- c. Common Phrases and Expressions in Drive

Chapter IV: Effective Communication Techniques in English

- a. Listening Attentively
- b. Speak Clearly and Fluently
- c. Respond Wisely to Traveller Questions

Chapter V: Self-Marketing Strategies in Tourism Services

- a. Building a Professional Profile
- b. Utilization of Social Media and Internet
- c. Collaboration with Related Parties

Chapter VI: Case Studies and Practice

- a. Successful Tour Guide Cases
- b. Practice and Simulation of Guidance in English
- c. Practical Experience and Feedback

Chapter VII: Ethics of English-Speaking Tour Guides

- a. Respecting Local Culture and Beliefs
- b. Understanding Business Ethics in Tour Guidance
- c. Overcoming Ethical Challenges and Conflicts

Chapter VIII: Support Resources

- a. Dictionaries and Reference Materials
- b. Additional Training
- c. Local Tour Guide Community Networks

By having structured steps from the selection of relevant content to the translation process and language adaptation that takes into account the needs of foreign tourists, it is hoped that the guide can provide significant added value in enhancing their tourist experience in Ollon Valley Attractions.

CONCLUSION

Based on the results in the previous section, it can be concluded that:

- a. Local tour guides are in dire need of comprehensive and informative English-speaking tour guides, which not only assist them in providing better service to tourists, but also allow tourists to have a richer and more satisfying experience during their stay in Ollon Valley Attractions.
- b. Foreign tourists express a great need for comprehensive information about the attraction, including the history, culture, and activities available in the Ollon valley attraction.
- c. The development of English-language travel guides can improve accessibility for foreign tourists, improve their understanding of attractions, and provide better service overall.

Based on these conclusions, researchers can then explore the development of applications or digital platforms that can provide interactive travel guides in English and other languages. This can improve accessibility and ease of use for foreign tourists.

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