

# *Analysis Of Tourist Perception Of Gunung Dago Tourism Area Regarding Tourism Guidelines*

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**Abstract** – Guiding in the Gunung Dago Tourism Area, Parungpanjang District, Bogor Regency, Indonesia is an important part of service activities to tourists. This activity not only provides information about tourist objects and attractions in the area but with guiding activities it is hoped that visitors' understanding of the resources and attractions in the destination will be optimal and able to increase visitor satisfaction. This research was conducted from July to November 2022 by collecting data on tourist perceptions at Gunung Dago Tourism Area using a closed-ended type questionnaire. Questionnaires were distributed to 30 tourist respondents by random sampling. Tourists assess that tour guides are needed in the area, especially in locations that require more detailed information, such as cultural villages and traveling around the area. The qualities tour guides needed by tourists are those who have good ethics and communication. The factor that becomes a consideration for tourists using tour guide services is the aspect of their knowledge of tourist destinations. This research implies that Gunung Dago Area managers need to provide tour guides who have good ethics, communication, and knowledge regarding destinations.

**Keywords** – Guidance, Gunung Dago Tourism Area, Perception, Tourist

## I. INTRODUCTION

Tour guides have an important role in a tourist destination that not only provides information but also builds the image of a tourist destination in the long term. Gunung Dago tourism area is a nature-based tourist destination located in Dago Village, Parungpanjang District, Bogor Regency, West Java Province, Indonesia. This tourist area has an area of 14 hectares, previously the former mining area of PT Gamidana (Pawast & Muhtadi 2021). This tourism area stands on land owned by Perum Perhutani, West Java, Indonesia, which has various natural, cultural, and artificial tourism resources. Of course, the existence of resources in this area needs to be well-informed and interesting through guiding services. Tour guides as individuals tasked with conveying information about resources in tourist destinations are important to improve service to visitors at tourist destinations. In addition, the condition of Gunung Dago which offers the natural beauty of the mountains and several attractions with steep heights requires the assistance of a guide. In the management aspect, Sembiring *et al* (2022) state that resources are very important, such as in the management of the Mandailing Natal village.

Research on international tour guides still receives little attention from the tourism academic community. Studies on tour guides are focused on the role of tour guides (Cohen 1985, Wiler & Yu 2007, Weiler & Ham 2002), regarding the performance of tour guides (Geva & Goldman 1991; Mossberg 1995, Al-Okaily 2021), tourist satisfaction related to tour guide services (Wong 2001, Huang *et al.* 2010). The quality of the guide is a part that must be considered by each destination, not only the ability to communicate but also the physical aspect of appearance (Tsai *et al.* 2015), and the most important is the knowledge of the guide. Gunung Dago Tourism area has limited and uncertified guides.

The task of a modern tour guide start from Cohen Study (1985) focuses on pathfinders and a companion. In developing the role of the tour guide in the leadership and mediator aspects, Cohen then distinguished four important components related to the role of the tour guide, namely the instrumental, social, interactional, and communicative aspects. Tour guides are generally defined as professional employees who lead, communicate with, and inform visitors about destinations in an efficient and engaging manner in the language of their choice. Guides are usually residents who hold licenses issued by local authorities and work on behalf of travel companies for a fee, wages, or salary (World Federation of Tourist Guide Associations, 2003).

The problem that occurs is that the service of tour guides is not yet optimal and the visitor needs for quality and consideration factors for the need for guides at the Gunung Dago Tourism Ecotourism are not yet known. Scouting services in tourist destinations are important because they directly affect the level of visitor satisfaction (Huang et al 2010). The role of the tour guide is not only to increase satisfaction but also to have an effect on creating a travel experience (Alrawadieh *et al.*, 2020; Christie & Mason, 2003). Research by Rusmiati *et al* (2022) states that tour guides have an important role in educating tourists so that they can be well-received by the community without violating existing rules. Submission through a logically acceptable interpretation.

This research was conducted to determine tourists' perceptions of the attractions at Gunung Dago Tourism Area that require tour guides, to find out about the quality of guides needed for tours at Gunung Dago Tourism Area, and to find out the factors considered as reasons for tourists needing guide services. By conducting this research, it is hoped that it will become an illustration for managers to optimize scouting services by preparing quality tour guide resources.

## **II. RESEARCH METHODS**

This research was conducted to find out and analyze the perceptions of tourists about tour guides. The location for data collection is Gunung Dago Tourism Area which was conducted from July to November 2022. The data taken from this study are tourist characteristics and data on tourist perceptions. Data on tourist characteristics and perceptions were obtained by distributing a closed-ended type questionnaire to 30 tourist respondents. Determination of respondents by random sampling. The data analysis used in this research is descriptive qualitative statistical analysis. Statistical data analysis is the presentation of data through tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measurement of central tendency), calculation of deciles, percentiles, calculations then analyzed descriptively qualitatively.

Dissemination of data through the calculation of the average and standard deviation, and the calculation of the percentage (Sugiyono 2015). Primary data was collected by distributing questionnaires formed on a measurement scale. This measurement is carried out by processing questionnaire scores in which respondents provide opinions regarding the attractions and attractions at the Gunung Dago Tourism Area that require tour guides, the quality of the required guides, and the consideration factors for the need for tour guide services using a Likert scale in giving weight to the assessment. The answer choices that strongly disagree were given a value of 1, answers that disagree were given a score of 2, answers that kinda agree were given a score of 3, answers that agree were given a score of 4, and answers that strongly agree were given a score of 5.

## **III. RESULT AND DISCUSSION**

The results showed that the characteristics of the tourist respondents were more female, namely 70 % with an unmarried status of 60 percent. Many tourists work as private employees which reaches 40 %. Most of the tourist respondents aged 36-45 years reached 33 % and those over 45 years reached 23 %. Pederson (1994) research also shows that senior tourists in China are a potential leisure market because of their disposable income and time availability. The senior market is gradually expanding, although tourism in China related to the younger generation still dominates leisure travel (Hsu, Cai & Wong 2007). The results also show that even though it is quite high for senior tourists, tourist with the young age of 17-25 years who travel to Gunung Dago Tourism Area reach 23 %. Respondents who come mostly come to destinations with groups of friends to enjoy the natural scenery of Mount Dago and take pictures at the photo spots that are provided free.

Based on the results of the study, shows that tourist respondents assessed that tour guides were needed in the Gunung Dago tourism area. Visitors or tourists rate 70 percent of tour guides as important to guide during tourism activities at Gunung Dago Tourism Area. The importance of the guide is mentioned in Chan's research (2004). The results of the evaluation of tourists show that tour guide services have a positive effect on tourist satisfaction, both tour package services, and the overall tourist experience. The role of an important tour guide in a tourist destination is also said to have a significant direct influence on tourist satisfaction

(Huang 2010). Tour guides are part of the human resources in tourist destinations. Human resources in management are important, especially in tourist destinations (Sembiring *et al* 2022).

### Tour Guide Activity Time

The results of the assessment, tourist respondent assessed the time for effective guiding was less than two hours. This is related to the optimal ability of the human brain to absorb information only in the first 20 minutes, after which its ability decreases. The Director of the Muhammadiyah University Neuroscience Center Prof. Dr. Hamka (Uhamka) Dr. Rizki Edmi Edison Ph.D. explained the results of the study that every 20 minutes of lesson delivery, students are given a break by being told to move, stand or walk out of class so that in a few minutes students can sit back and receive lessons. with maximum concentration (Utami 2016). This needs to be a concern for tour guides not to be monotonous in conveying information about tourist destinations but by allocating time for tourists to move or provide alternative games and ice breaking (Fig 1).

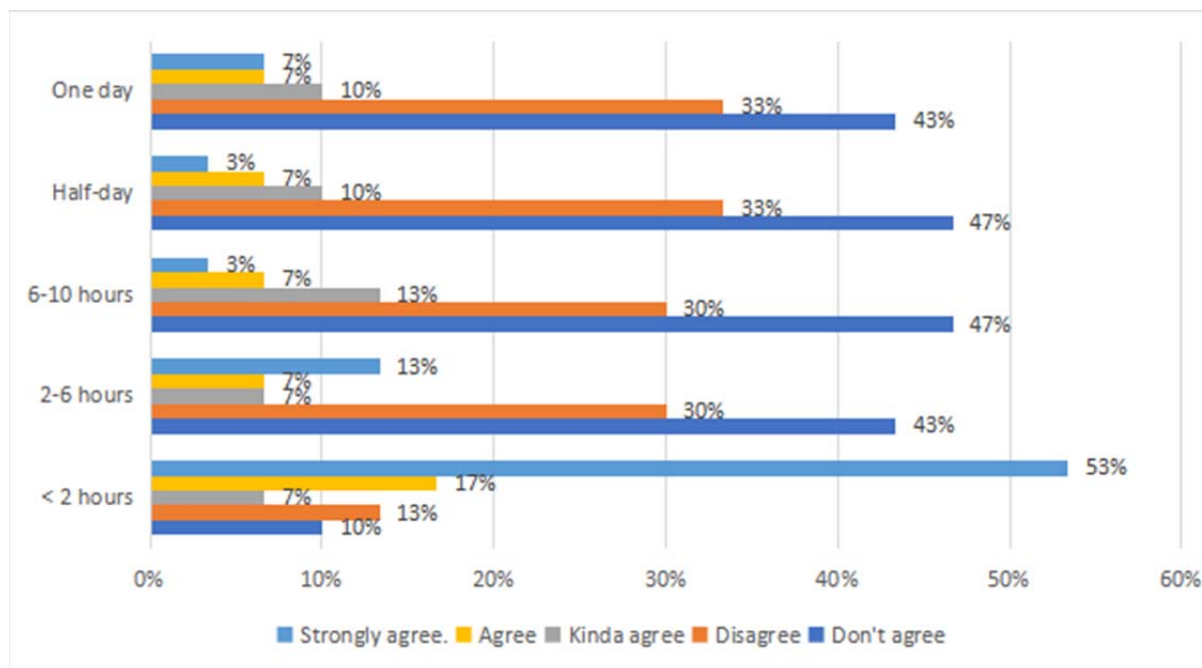


Fig 1. Tour Guide Activity Time

### Location Guidance Required

Respondents' assessment of attractions that require the role of a tour guide. Visitors were asked to rate six attractions. The results of the assessment can be seen in Fig 2. As many as 50 % of tourist respondents need guide services when doing activities in cultural villages and traveling around the area. Therefore, the tour guide's knowledge of the destination must be good, not only regarding nature but also the cultural resources found in tourist destinations.

The tour guide is to convey knowledge about culture, history, meaning, narration, and regional images and explaining all the potential in tourist areas that tourists visit (Hardani 2021). A guide as a leader takes responsibility for the smooth running of the trip and the welfare of the client (Larsen & Meged, 2013). Purwaningsih (2013) mentions the three main tasks of a tour guide are: a) to organize and carry out travel activities for tourists which they handle based on a predetermined itinerary, b) to show and escort tourists to tourist objects and attractions desired, c) to provide information and explanations regarding tourist objects and attractions visited, historical and cultural information, and various other information.

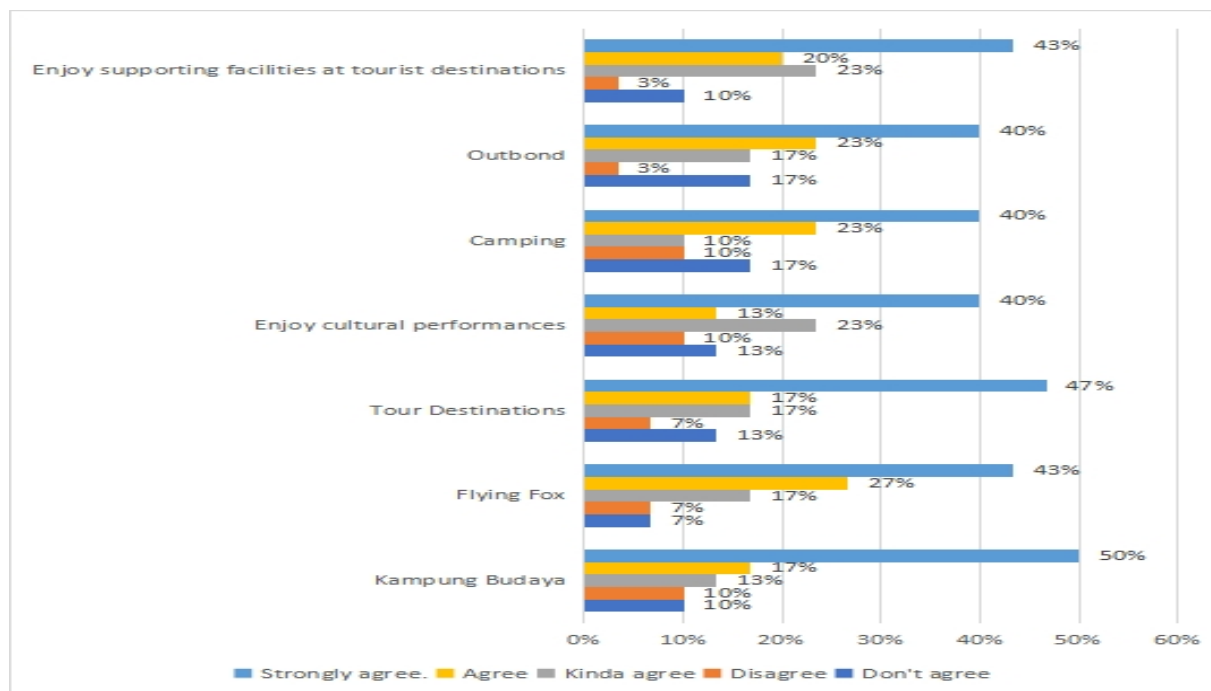


Fig 2. Location Guidance Required

Tour guides are usually local people who direct tourists to visit a tourist attraction and explain a tourist attraction. The level of the professional character of the tour guide in conveying information about a tourist attraction to tourists includes: (1) The level of approach, including introductions, questions, and answers, and giving fun games; (2) The level of experience involving creativity for tourists; (4) The level of interest in the information; (5) The level of development, namely changing the mindset of tourists towards a tourism object.

### Tour Guide Criteria

The quality of guides needed by tourists when visiting Gunung Dago Area with high ratings is as much as 70% on the ethical and communication aspects. Tourists assess a good tour guide has good ethics and being honest, patient, and caring. In addition, in the aspect of communication, tourists assess that tour guides must be good at communicating, namely speaking pleasantly and being able to adapt to situations. Wong (2001) mentions that international tourists in Hong Kong are satisfied with local tour guides because of their ability to communicate, work professionally and have empathy with customers (Fig 3).

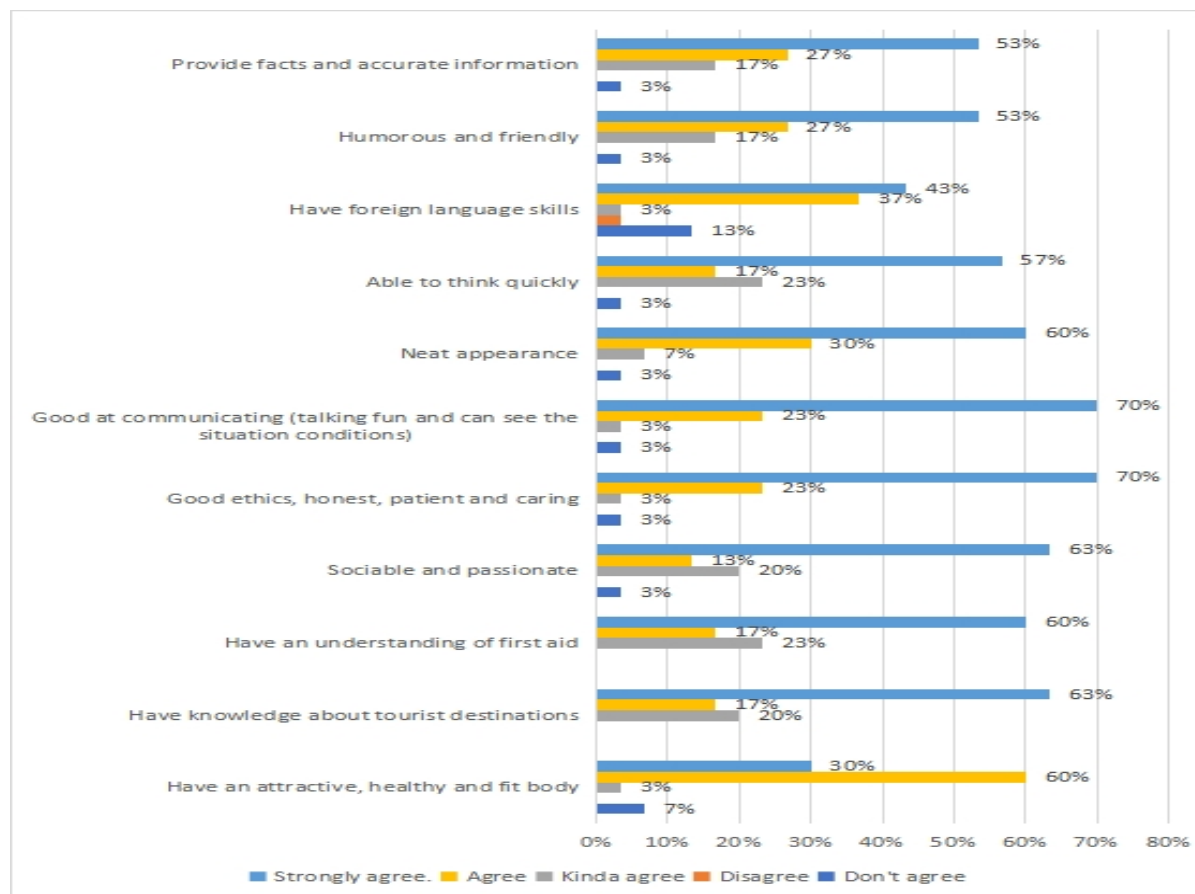


Fig 3. Tour Guide Criteria

The ability of tour guides to communicate well is not only in conveying information about existing resources at tourist destinations but also in being able to see various situations and conditions, especially regarding tourists taking part in scouting activities. The ability to communicate in Purwaningsih's research (2020) states that tour guides can communicate well by providing correct information to tourists so that good verbal language skills are needed. A tour guide is required to have good verbal language skills in carrying out his duties.

### Factors Required Tour Guide

Tourists also assess the consideration factors for the need for a tour guide. Some aspects assessed are the guiding force, guide time, destination knowledge, guide fees, and destination conditions (Figure 4). The results of the assessment show that the highest consideration factor is the knowledge of the guide about the destination, which reaches 60 %. This is under research by Cruz (2008), tour guides must be people who have sufficient information about tourist sites and can provide clients with information that is quite valid and under the actual situation in the field..

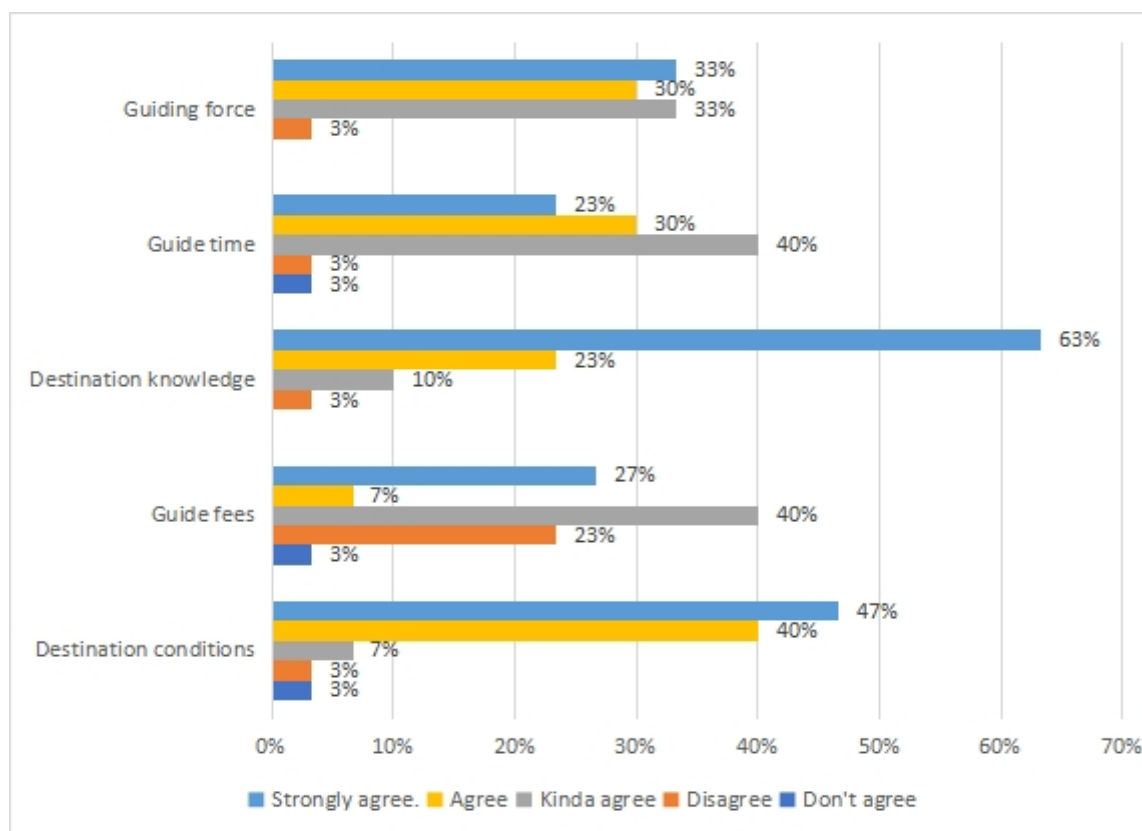


Fig 4. Factor Required Tour Guide

Knowledge of destinations gets the highest rating and tour guides need to know the conditions of tourist destinations which will be informed tourists also get quite high ratings. The ability to master knowledge about destinations and be well-informed to tourists, of course, must be supported by an increase in the capacity of its human resources, in this case, tour guides who work in the Gunung Dago tourism area. Increasing the capacity of actors in organizing tourism activities is mentioned in Santoso's research (2020). Suprayitno (2011) adds that the level of capacity is related to knowledge, attitude, and ability to overcome various problems. Capacity building for tour guides is important because it will increase tourist satisfaction during tourism activities at the destination (Huang 2010). Increased leadership and competency in tourist destinations are also mentioned in the research by Khairani *et al* (2020). Performance improvement is carried out in the development of tourism in Medan which is prioritized by increasing the skills, knowledge, attitudes, and experience of employees, this is followed by increasing the success of leaders in influencing the way employees to work and employee discipline at work.

#### IV. CONCLUSION

The role of the tour guide is very important for tourists when they are active in the Gunung Dago Tourism Area. The empirical results prove that the length of guide service tourists want to take part in the guide service is less than two hours. While the quality of the guide is needed and of concern are the ethics of the guide and the communication skills of the tour guide. The factor that is considered by tourists who need a tour guide is the knowledge of the tour guide about the destination and its conditions, so it requires increased knowledge in conveying it to tourists besides being informative, fun, and providing educational aspects.

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