


## Competency of Tour Guides at PT. Narasindo Tour and Travel Medan

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Article Info	ABSTRACT
<b>Keywords:</b> Tour guide Competence Task. PT. Narasindo Tours	A tour guide plays a crucial role in providing instructions, information, and assistance to tourists, while also creating an engaging travel experience. This study aims to examine (1) the role of tour guides at PT. Narasindo Tours, (2) the competency standards applied, and (3) the main duties assigned to tour guides. The research employs a descriptive method with a qualitative approach and was conducted at PT. Narasindo Tours Medan. The findings indicate that: (1) Tour guides act as company representatives in delivering services to tourists visiting destinations throughout Indonesia, (2) The guides have met the competency standards, demonstrating sufficient knowledge of tourist sites and guiding skills, and (3) Their main duties include informing, assisting, leading, guiding, and promoting tourist destinations. Based on these findings, it is recommended that PT. Narasindo Tours continue to provide training and development programs to enhance tour guide competencies in line with current tourism trends and expectations.
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### INTRODUCTION

One sector that determines the success of a tour is the Tour Guide or Tour Guide, because a tour will not be complete without being accompanied by a tour guide. There are tourists who do not feel the need to be accompanied by a tour guide because they feel that reading the Guide Book is enough, but the results will definitely be different if tourists are accompanied by a tour guide in terms of time efficiency and systematic explanations. According to Ardana (2013:2) in his book entitled Tourism, a tourist guide is someone whose job is to provide guidance, information, instructions and various services to tourists. The role, responsibilities and skills of a tour guide are much more complex than most people think. The main task of a tour guide is to escort groups or individual visitors from abroad, or from within the country itself, around the sites, monuments and museums of an area or city. He must be able to interpret and entertain in the visitor's language the cultural and natural heritage and environment. Therefore, the tour guide's job is not just to repeat a list of facts and such information, but to create an image of the country in the eyes of visitors. Based on this understanding, it appears how important the role of a tour guide is in the success of a tour. The role of a tour guide is not just to provide explanations about tourist attractions but also to help with all the problems faced by tourists during their tour. Apart from that, the tour guide is always beside the tourist from the time the tourist arrives at the airport, port and train station until the tourist returns. In fact, it is not uncommon for tourists to feel embarrassed about telling personal problems to a tour guide because they feel the relationship is so close during the trip. Meanwhile, the Tourist Travel Bureau (BPW) itself, which functions as the institution most responsible for the whereabouts of tourists, rarely has direct contact with tourists as long as there are no problems during the tour, although they always monitor the whereabouts of tourists.

Even though tour guides have their own organization, namely the Indonesian Tour Guide Association (HPI), in carrying out their duties tour guides are under the management of the Tourist Travel Bureau because tour guides are not a company that can sell tour packages. Law Letter No.10 of 2009 Decree of the Director General of Tourism No.Kep.16/U/11/88 Dated. 25 February 1988 concerning the implementation of Travel Business Provisions, in Chapter I General Research Article 1, provides the understanding that a General Travel Agency is a commercial business activity that regulates, provides and organizes services for a person, group of people, to travel with the main aim of tourism. With the increase in trips undertaken by various tourists, many travel companies or BPWs (Travel Bureaus) have been established in Indonesia, especially in North Sumatra. Narasindo Tour and Travel Travel Bureau is one of the many BPWs in North Sumatra. PT. Narasindo Tour Medan is a travel agency company located on Jalan Ir. Juanda No. 55 E Medan. Initially this company only operated in the field of foreign currency exchange (money changer) which was founded in 1999. Then PT. Narasindo has developed other products in the form of tour packages since 2004 for the Asian tourism market, especially Southeast Asia, where 90 percent of tourists come from Malaysia and Singapore. Western European tourist market where 80 percent of tourists come from the Netherlands, Germany. This travel agency tends to sell inbound tour packages. This company has business partners with several Travel Agents abroad, this is what makes PT. Narasindo Tour continues to survive and develop in the tourism services industry, which can be seen from the sales of its tour packages, which every week sell 7 to 11 of the following products as a form of this company's hard work.

In order to provide satisfactory service, not only is a tour guide required to have a good personality, but professionalism in all matters related to the services they provide also needs to be considered as well. For this reason, professional tour guides are very necessary, tourists can get the things they want to see and know about the country they visit so that there will be satisfaction with the services provided. This feeling of satisfaction will make them have sweet memories of the country they have visited, so it is not impossible that it will give rise to a desire to visit again, so that indirectly this will have an influence in helping the development of Indonesian tourism.

The general definition of competency is an expertise possessed by each individual in carrying out a task or job in a certain field, in accordance with the position they have been given. Some experts say that the definition of competency is a skill, fundamental attitude, knowledge and values possessed by an individual which can be seen from how he thinks or does something consistently.

This means that competence is not only defined as a person's knowledge or expertise, but also a person's desire to do what they know, so that they can provide benefits. Competent is being able to do something well. Competence is a skill required by someone who is demonstrated by the ability to do something well and can provide an adequate or high level of performance in a specific job function. The words competent and competency are almost the same in usage, however the two words must be differentiated, especially in general usage. These two words are adapted from English, namely competent and competence.

The most basic difference between the two is that competent is an adjective, while competence itself is a noun.

Competent people according to research at Pt. Narasindo Tour and Travel do something that suits their performance or themselves, something that is comfortable and does not have an element of coercion in it. Know the limits of your abilities, don't do something that is beyond your limits or beyond your abilities. Dare to act, not afraid to make changes or take risks while still doing the right thing. Be a responsible figure, when a problem occurs, don't be busy looking for excuses or blaming other people. Prioritize personal welfare or safety, do not force anything that disturbs your welfare. Try to socialize with fellow co-workers, superiors and subordinates. Always treat other people professionally or with respect for other people, even the lowest people. Communicate well with co-workers, take care of co-workers' feelings. Build good cooperation with people around you.

## **METHODS**

Based on theoretical studies and a framework of thinking which is the basis for thinking. Next, the research method is formulated by determining the following steps, namely: place and time of research, research subject, approach and type of research and data collection techniques.

### **Place and time of research**

Sugyono (2009:90) in his book entitled *Understanding Qualitative Research*. He said that place is a generalized area consisting of objects/subjects that have their own qualities and characteristics which are determined by researchers to be studied, from which conclusions are then drawn.

Therefore, this research took place (location) at PT. Narasindo Mitra Prima Medan. on 01 July 2021 to 01 August 2021.

### **Research subject**

The research subjects referred to in qualitative research are people at the research site. The research subject is usually not too large. This depends on the need and appropriateness, so the research subject is always smaller than quantitative research. Research subjects are expected to provide as complete information as possible about the problems posed. Therefore, determining research subjects is very basic and significant. In this research, there were 4 (five) people who had been designated as research subjects/informants, consisting of:

1. Tour Manager PT. Narasindo Mitra Prima consists of 1 (one) person;
2. Tour Guide HPI members totaling 2 (two) people;
3. Academics numbering 1 (one) person;

### **Research Approaches and Types**

In this research, researchers used a qualitative approach. Qualitative research is descriptive research using analysis. Prioritizes the process and perspective of the subject. The theoretical basis is used as a guide so that the research focus is in line with the facts in the field (Cresswell, 2016). Informants are determined using the Snowball technique.

### **Data collection technique**

Research data collection techniques are as follows:

1. Observation

The Big Indonesian Dictionary (KBBI) states that observation is careful observation or review. Observation is a data collection technique that is very common in qualitative research methods. Observation is essentially an activity using the five senses, including sight, smell, hearing, to obtain the information needed to answer research problems. The results of observations are activities, incidents, events, objects, certain conditions or atmosphere and a person's emotional feelings. according to Supriyati (2011) in the book *Research Methodology*, observation is a way to collect research data with a naturalistic nature that takes place in a natural context, the perpetrators participate naturally in the interaction.

2. Interview

An interview is a communication or interaction process to collect information by means of questions and answers between researchers and informants or research subjects. With advances in information technology such as today, interviews can be conducted without face to face, namely via telecommunications media. In essence, an interview is an activity to obtain in-depth information about an issue or theme raised in research. Or, it is a process of proving information or information that has been previously obtained through other techniques.

According to Mulyana (2002) in the *Research Methodology Book*, the interview method is "data collection in the form of communication (question and answer) between two or more people, involving someone who wants to obtain information from another person by asking questions based on certain objectives".

3. Documentation Study

During the research process, researchers can also collect qualitative documents. These documents can be public documents (newspapers, papers, office reports) or private documents (such as diaries, diaries, letters, e-mails). It can also be done with audio visual material. This data can be in the form of photos, art objects, video tapes or any type of voice or sound.

### **Data Analysis Techniques**

After all the data has been collected, the next step is data management and analysis. What is meant by data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes and documentation, by organizing the data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is important and will study it and make

conclusions so that it is understood by oneself or others. Data analysis in this research uses qualitative data analysis.

## **RESULTS AND DISCUSSION**

All data collected through interviews and observations were collected and analyzed using the Miles and Huberman Model approach; Qualitative data analysis is carried out interactively and continues continuously until completion, so that the data is saturated. The measure of data saturation is characterized by no further data or new information being obtained.

Activities in data analysis include; data reduction (data reduction), data presentation (data display) as well as drawing conclusions and verification (conclusion drawing/verification).

What is the role of a tour guide in providing services at PT Narasindo Tour and Travel.

Guided by the theory above and based on our observations and the results of interviews with informants, it can be seen that basically the role of a tour guide in providing services at PT. Narasindo Tour and Travel is as follows

The main role of a Tour Guide is to provide services to tourists visiting a Tourist Destination Area (DTW) throughout Indonesia who visit through PT. Narasindo tours.

The service starts from picking up guests at the airport (Transfer-In) to the hotel, followed by a tour visiting tourist attractions according to what is stated in the agreed tour itinerary, (Touring), to sending tourists back to the airport to fly to another destination. visited (Transfer Out). Apart from the main role as mentioned above, the tour guide also plays a role in preparing all the necessary equipment related to the implementation of his main duties; Before carrying out their duties (Transfer-in, Touring, and Transfer-Out), a tour guide/guide must prepare everything necessary, including:

1. Prepare or make (write) the names of tourists who will be picked up on a large cardboard with clear writing along with the tourist's origin. This aims to make it easier for a guide to find the tourists he or she will pick up.
2. Prepare the vehicle by checking whether everything is ready. The most important thing is that the tour guide or guide must see all the pick-up facilities. Such as seating, whether it is good for tourists or for the guide himself, whether the microphone on the bus is working perfectly, also whether the vehicle is in good condition, you need to ask the driver whether there is enough fuel for the trip, so that it doesn't interfere with the trip.
3. Contact the hotel or accommodation that will be used as a place for tourists to stay while they are at the tourist destination. Make sure that tourists get good and satisfying facilities and services that make tourists feel at home.
4. Complete everything necessary to carry out Transfer-In.
5. Check ETA (Estimate Time of Arrival: Estimated time of arrival).
6. Prepare documents such as:
  - a. Hotel Vouchers
  - b. Statement / statement of changes that occur during the implementation of the tour
  - c. Name list / list of names (attached)
  - d. Tour packages
  - e. Name tag / tour guide identification
7. Prepare tourist identification upon arrival.
8. Provide transportation.
9. Pick-up is done 1 hour before the estimated arrival time.
10. Check the estimated time of arrival again on the monitor or information service center.
11. The guide waits for tourists in the waiting room and brings tourist identification.
12. Give a welcome to tourists and introduce all work partners.
13. Check the names of tourists and invite them to the buses that have been prepared.
14. Addressing tourist complaints, somewhat difficult to avoid according to the nature of the work and the people served. During this tour, complaints will arise from tourists regarding the services provided by the tour guide.
15. In guiding duties, tour guides can function as functional security tools, and security is more focused on preventive measures.

Make a Guide report, which relates to everything that happens during the tour, recording all costs/expenses for the tour. And from our observations, the tour guide at PT. Narasindo, while on duty serving tourists who come to visit, acts as a company representative in providing services, where at all times during the tourist visit the tour guide is always with the tourists he is guiding. So tourist satisfaction in enjoying their visit is largely determined by the success of the tour guide in carrying out his duties.

And based on the theory that the main role of a tour guide is to provide services to tourists visiting a tourist destination area (DTW) throughout Indonesia. The service starts from picking up guests at the airport (Transfer-In) to the hotel, followed by a tour visiting tourist attractions in accordance with stated in the agreed tour itinerary, (Touring), acting as an informant (To inform), travel leader (To lead), arranging the trip (To conduct), and taking tourists back to the airport to fly to other destinations they will visit ( Transfer Out).

Apart from the main role as mentioned above, the tour guide also plays a role in preparing all the necessary equipment related to the implementation of his main duties; Before carrying out their duties (Transfer-in, Touring, and Transfer-Out), a tour guide/guide must prepare everything necessary for carrying out a tour during their visit to Indonesia.

After comparing the results of our interviews and observations at Narasindo Tours with existing theory, we can draw the conclusion that the tour guide at PT Narasindo Tours has carried out his role well. The main role of the Tour Guide is as a representative of the company in providing services to tourists visiting a Tourist Destination Area (DTW) throughout Indonesia who visit through PT. Narasindo tours. The service starts from picking up guests at the airport (Transfer-In) to the hotel, followed by a tour visiting tourist attractions according to what is stated in the agreed tour itinerary, (Touring), to sending tourists back to the airport to fly to another destination. visited (Transfer Out).

**Tour Guide Competency Standards at PT. Narasindo Tour And Travel**

Based on our observations and the results of interviews with informants, it can be seen that every tour guide at PT. Narasindo Tours has competence as a tour guide, and the competence they possess meets the competency standards for tour guides. The competency standards for tour guides at PT Narasindo Tours are as follows;

1. Able to carry out duties as a tour guide. (To Inform, To lead, To conduct, To have, To search)
2. Have accurate knowledge about the Tourist Area visited.
3. So you must be able to explain facts, history, stories, figures, local customs and must also be able to answer questions related to the tour that arise during the tour.
4. The competency that a tour guide must have is being able to communicate effectively.
5. able to empathize, able to entertain and engage/mingle with tourists in a charismatic manner.
6. Able to build good relationships with tourists.

After the researchers analyzed the competencies possessed by all tour guides at Narasindo, it was discovered that the tour guides at PT Narasindo had competencies that met the tourist guide competency standards in accordance with the theory of tour guide competency standards. So it can be concluded that the Tourist Guide at PT. Narasindo Tours has met the competency standards for tour guides. They are able to carry out their duties as tour guides well. They have accurate knowledge.

#### **Tour Guide Duties at PT. Narasindo Tour and Travel**

##### **Main duties of a tour guide/guide**

Based on our observations and the results of interviews with informants, it can be seen that the duties of a tour guide at PT. Narasindo Tour and Travel is as follows

1. Provide an explanation of what is not known and must be known by the person being given guidance, as well as answering all questions asked to him about anything that interests his attention.
2. Provide help if asked and a guide should try to help or provide a way so that those who ask for help feel helped and satisfied.
3. A guide should be able to prevent anything that might cause the person he is guiding to avoid injury, loss and all kinds of harm to the person concerned.
4. Carrying out what has been outlined by the travel agent or other tour operator, even if an action is carried out outside the authority given to him, then he must be responsible for it.

After the researcher analyzed the main duties of a tour guide at PT Narasindo Tours, there was conformity with the theory regarding the main duties of a tour guide. So based on this, the author draws the conclusion that, the main task of a tour guide is to provide services to tourists while traveling in this area, the form of service provided is to provide information (to inform) about what is seen and visited, provide assistance (help), become a leader (to lead) on tourist trips, be a guide/guide during tourist trips, (to conduct), and also promote/sell (to sell) other tourist areas.

## **CONCLUSION**

Tour Guides at PT. Narasindo Tours has carried out its role well. The main role of the Tour Guide is as a representative of the company in providing services to tourists visiting a Tourist Destination Area (DTW) throughout Indonesia who visit through PT. Narasindo tours. The service starts from picking up guests at the airport (Transfer-In) to the hotel, followed by a tour visiting tourist attractions as stated in the agreed tour itinerary, (Touring), to sending tourists back to the airport to fly to other destinations. visited (Transfer Out). Tour guide at PT. Narasindo Tours has met the competency standards for tour guides. They are able to carry out their duties as tour guides well. They have accurate knowledge about the tourist area visited, so they are able to explain facts, history, stories, characters, local customs and must also be able to answer questions related to the tour that arise during the tour. The competencies that tour guides must have are being able to communicate effectively, being able to empathize, being able to entertain and engage/mingle with tourists in a charismatic manner. Able to build good relationships with tourists. The main task of a tour guide is to provide services to tourists while traveling in this area. The form of service provided is to provide information (to inform) about what is seen and visited, to provide assistance (help), to be a leader (to lead) on a tourist trip, be a guide/guide during the tour, (to conduct), and also promote/sell (to sell) other tourist areas.

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