




Tour guide and drone-based video tourism training to optimize the potential development of Kurau Village, Bangka

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Abstract

The tourism sector is recognized as a pivotal industry capable of driving economic growth, particularly in regions abundant with tourism, cultural, and MSME potentials. Village officials and community members play crucial roles in fostering local economic development. However, the absence of English-speaking tour guides among village residents poses a significant challenge. This program aims to address this issue by supporting English-speaking tour guides to showcase local wisdom to international tourists. Additionally, the program seeks to enhance tour guides' skills in creating drone-based videos. Implementation involves training local tourism awareness groups to proficiently communicate in English and produce drone-based promotional videos of tourist destinations. The outcomes of these activities include improved English language proficiency among partners following tour guide training, as well as partners' ability to operate drones and produce promotional videos in accordance with established procedures. This initiative holds great significance for the Kurau Tourism Community group, particularly in enhancing English communication skills and creating tourism videos to bolster Kurau's tourism sector.

Keywords: Tourism; Tour guide; Drone; Kurau

Pelatihan tour guide dan video pariwisata berbasis drone untuk optimalisasi potensi pengembangan Desa Kurau, Bangka

Abstrak

Sektor pariwisata dinilai sebagai sektor pembangunan yang mampu menghasilkan pertumbuhan perekonomian, terutama bagi daerah yang memiliki beragam potensi mulai dari pariwisata, budaya, dan UMKM. Aparat desa dan masyarakat merupakan aktor utama dalam memajukan perekonomian desa. Namun, tidak adanya warga desa yang menjadi pemandu wisata dan bisa berbahasa Inggris, menjadi permasalahan. Program ini bertujuan untuk mendukung pemandu wisata berbahasa Inggris sebagai upaya memperkenalkan kearifan lokal yang ada di desa kepada wisatawan dari negara lain. Selain itu, kegiatan ini juga bertujuan untuk meningkatkan keterampilan pemandu wisata dalam pembuatan video berbasis drone. Metode pelaksanaan program dilakukan dengan pelatihan kelompok sadar wisata setempat untuk berbahasa Inggris dengan baik dan membuat video wisata berbasis drone untuk promosi destinasi wisata. Hasil dari kegiatan diantaranya terdapat peningkatan kemampuan bahasa Inggris mitra setelah mendapatkan pelatihan pemandu wisata dan mitra mampu menerbangkan drone sesuai prosedur dan mengambil video untuk promosi pariwisata. Kegiatan ini sangat penting bagi kelompok Komunitas Wisata Kurau khususnya dalam hal komunikasi bahasa Inggris dan pembuatan video pariwisata demi kemajuan pariwisata Kurau.

Kata Kunci: Pariwisata; Tour guide; Drone; Kurau

1. Introduction

Tourism is a service industry that has a complex regulatory mechanism because it includes regulating the movement of tourists from the area or country of origin to the tourist destination, to returning to their home country which involves various components such as travel agencies, tour guides, tour operators, accommodation, restaurants, art shops, money changers, transportation, and others (Aliansyah & Hermawan, 2021).

Coastal communities often face social and economic challenges such as limited access to education, health services, adequate infrastructure, and quality employment (Hasyim & Ohoiwutun, 2017). To overcome existing problems, steps that can be taken include community empowerment through education, training and active participation in exploring the potential of economic support (Ristiana & Yusuf, 2020). Therefore, to assist the village government and to be in line with the expectations of the Bangka Belitung Islands Provincial government, what must be improved in the community is the ability to guide local, national and international tourists. And the government needs to provide free English language training to the community so that the quality of English in tourism potential areas can improve (Afifulloh, 2018). This effort is aimed at improving the English language skills of the community. And the ability of Bangka Belitung youth is not yet good (Sugiarto & Hikmawati, 2019). This is due to the fact that young people in Bangka Belitung tend to lack confidence and motivation in speaking English and expressing their ideas (Hikmawati et al., 2022).

Tourism aims to increase economic growth, improve peoples welfare, eradicate poverty, overcome unemployment, preserve nature, the environment, and resources, advance culture, raise the nation's image, foster a sense of love for the country, strengthen national identity and unity, and strengthen friendship between nations (Undang-Undang Republik Indonesia Nomor 10 Tahun 2009, 2009). Tourism is the main source in attracting domestic and foreign tourists. The tourism sector is also a means of obtaining income for a country or region. The beauty of the panorama of an area is certainly a dance attraction in itself, the natural charm offered is also a place to spend leisure time with family. So that the development of the tourism sector is a step to attract tourists to spend time. The limited ability of human resources affects the inability to utilize the existing tourism potential and of course has not been able to serve the needs of tourism organizers and tour guides are responsible for accompanying tourists and providing instructions and guidance to tourists (Soewarni et al., 2019).

Based on data from Tripadvisor which was published by Tribuntravel.com on December 13, 2018, Indonesia ranked in the top five as the most visited country by foreign tourists in early 2018, especially Bali. Statistical data on the website of the Ministry of Tourism of the Republic of Indonesia at the end of 2018 states that 11.63% of foreign tourist visits from January to November 2018. Bangka Belitung Islands Province is one of the provinces that offers a lot of natural beauty that can be used as an asset to attract tourists to come. Natural beauty, especially the charming beach panorama and culinary specialties are things that are sought after. Not to forget, handicrafts produced by the people of Bangka Belitung Islands Province are also a plus point offered by this province.

Efforts in developing regional tourism with the development carried out by the local government. Not only with the development of facilities and infrastructure, but also supported by good human resources. With the drone-based tour guide and video

tourism training program as an optimization of the potential development of the Kurau coastal tourism village, it is hoped that it can become a community effort in helping the government to improve the tourism sector, so with the drone-based tour guide and video tourism training program as an optimization of the potential development of the Kurau coastal tourism village, it is hoped that it can provide provisions for the community to be able to facilitate local and foreign tourists in getting to know the tourism in this Kurau coastal village. This drone-based tour guide and video training activity is given and open to the tourism awareness group (POKDARWIS) and the community around the Kurau Coastal Village.

The tourism potential and opportunities for the local community in developing the tourism potential of the Kurau Coastal Village area are enormous. The local community is aware of the lack of knowledge and skills in foreign languages, especially English. Some people who have often become tour guides said that their lack of skills in foreign languages is their weakness and obstacle in communicating with foreign tourists. One of the efforts is through self-development which is utilized in guiding domestic and foreign tourists by mastering foreign languages and making technology-based village tourism videos. This obstacle can be anticipated and given a solution by conducting strengthening through tour guide training and drone-based tourism videos to improve English language skills in the tourism sector for creative and innovative communities.

In some cases, drone is used for virtual tour. Novel tourism tactics are required in light of the recent lockdowns and travel restrictions brought on by Covid-19 in order to meet the growing demand for cutting-edge goods and services and to guarantee long-term sustainable growth. This study investigates whether drones could be used to deliver online virtual tours of open-space tourist locations ([Ilkhanizadeh et al., 2020](#)).

This training was carried out based on the analysis of the situation and problems experienced by coastal residents and the high interest of residents in learning foreign languages. This became one of the foundations for holding further training on Tour Guide Training and Drone-Based Tourism Video as Optimizing the Potential Development of Kurau Coastal Tourism Village. This training was carried out with the aim of increasing the knowledge and skills of the local community in foreign languages and creative knowledge and skills of the local community in foreign languages and to be creative and innovative in making technology-based tourism videos.

2. Method

The location of the community service is in Kurau Village, Namang District, Central Bangka Regency, Bangka Belitung Islands Province which is located at coordinates 2°19'36.61 "S 106°13'52.73 "E with a distance of about 32 km from Universitas Muhammadiyah Bangka Belitung which takes 44 minutes by car.

A presentation named Sapta Pesona, which had seven principles that should be prioritized expressly for tourism, was given to improve public knowledge of tourism's idea, role, and function ([Arif et al., 2023](#)). Sapta Pesona's goal, created in 2012, is to support and advance the Indonesian tourist sector. A factor that affects a tourist attraction's reputation and success is called Sapta Pesona ([Hamjana et al., 2021](#); [Septio et al., 2019](#)). This approach is carried out in order to realize reliable tourism not only for visitors but also for tourism organizers. So that with the lecture session, it is hoped that

the community will gain a good understanding of the concept of Sapta Pesona. The seven elements of Sapta Pesona consist of the following elements: safe, orderly, clean, cool, beautiful, friendly and memorable.

In implementing the community service program in Kurau Coastal Village, tour guide training is carried out so that the community already has basic skills in guiding tours in English. This training is also supported by using the guidance book that created by the community service team (Figure 1) and translator application for translation both vocally and in writing. It is hoped that after this training the community will not only have basic tour guide skills but also be able to use the application, especially in serving foreign tourists.

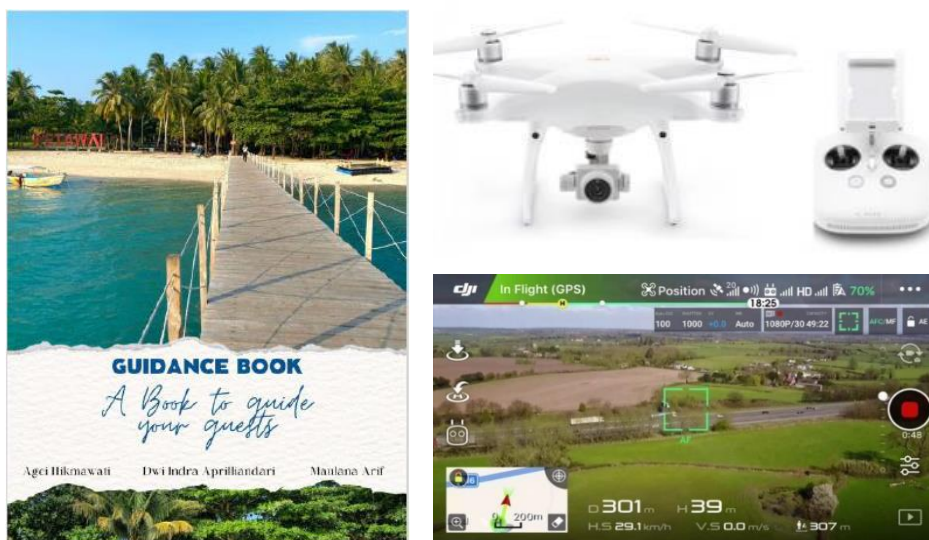


Figure 1. Guidance book and drone DJI Phantom 4 Pro with the DJI GO 4 on android

In addition to tour guide training, training in making tourist videos is also carried out so that information about tourist sites can be clearly described. The training will be conducted within the scope of work of making Drone-based tourism videos. The drone used is the DJI Phantom 4 Pro type with the addition of the DJI GO 4 application-based on Android (Figure 1).

The community will be trained on cinematic shooting techniques using drones such as tilt reveal shot, bird eye view, point of interest, backward reveal shot, and others. It is expected that after this training, cinematic tourism videos can be produced so that they can attract tourists and the community is able to explain them to domestic and foreign tourists.

Partner participation in the implementation of this service is as follows:

- a. Partners are active in socialization and training activities for tour guides and making drone-based tourism videos.
- b. Contacting the village head for tour guide training activities and drone-based tourism video making
- c. Facilitate space for the implementation of training and practice activities
- d. Coordinating training participants

Evaluation of program implementation, for the evaluation of program implementation is carried out twice, namely in the middle of monitoring activities and at the end of activities, namely evaluation activities. This is done so that the activity program runs

consistently, in accordance with planning and gets the desired goals. Sustainability after the community service is hoped that partners can develop regional tourism video making in different themes. The use of foreign languages and the development of partners' tour guide skills increase.

3. Results and Discussion

3.1. English training for tour guide

This activity was carried out using a module prepared by the service team entitled "A Book to Guide your Guests". Based on the activities that have been carried out, English training activities for tour guides (Figure 2) have an impact on the English language skills of the participants.



Figure 2. Tour guide training for tourism community in Kurau

The participants consisted of village youth and community groups aware of tourism. At least they have been taught how to communicate in English, especially in terms of self-introduction, pointing directions, explaining local culture, and explaining the situation of tourist attractions. Participants were very enthusiastic in this tour guide training. Participants' interaction skills are getting better and their ability to introduce themselves in English has increased from 35 to 85 (based on the pre-test and post-test).

3.2. Drone training for tourism video

As for the drone training activities for tourism videos, participants are members of the Tourism Awareness Community group. Participants were given provisions in the form of an introduction to drone components and how to prepare drones, starting with installing propellers, batteries, microSD, and drone camera settings.

In addition, participants were also trained on how to prepare the drone controller remote (Figure 3) with the addition of an Android phone with the DJI GO 4 application installed. After that, participants were trained to take off and landing using a drone. Participants are directed to read the navigation on the cellphone screen to find out how high the drone is and its distance from the drone controller remote.

Participants were also given initial provisions related to video capture techniques with the bird eye and tilt reveal shot methods. From the results of this activity, participants were quite progressive in using drones. Participants can already at least recognize the protocol for using drones in general and the devices needed before flying a drone.

Participants can already take pictures in videos or photos in bird eye and tilt reveal shot modes (Figure 4).



Figure 3. Introduction to the use of drone for tourism promotion video



Figure 4. Bird eye shot (left) and tilt reveal shot (right)

4. Conclusion

From these activities, it was found that all participants were motivated to take part in tour guide training and drone training. In addition, the results of this series of training activities also improved tour guide skills and the use of drones and video editing. Community service activities like this can be carried out intensively to local residents in terms of tourism development and English language skills. Activities like this can also be carried out in other potential tourism areas to support the economy in the tourism economy sector.

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Author Contribution

Activity Organizer: AH, MA, DIA; Article preparation: AH, MA, DIA; Analysis of the program impacts: AH, MA, DIA; Presentation of service results: AH, MA, DIA; Article revisions: AH, MA, DIA

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