DOI: https://doi.org/10.33487/edumaspul.v9i1

EDUMASPUL
JURNAL PENDIDIKAN

Vol 09 No. 02 (2025) page 1469-1475

p-ISSN 2548-8201 | e-ISSN 236-0469
https://ummaspul.e-journal.id/maspuljr/

Tour Guide Training Techniques

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Receive: 27/09/2025	*Accepted: 29/09/2025*	*Published: 01/10/2025*

Abstrak

Penelitian ini mengkaji secara komprehensif berbagai teknik dan kompetensi yang diperlukan oleh seorang pemandu wisata profesional dalam memberikan pengalaman wisata yang informatif, aman, dan berkesan. Fokus kajian mencakup keterampilan komunikasi verbal dan nonverbal, penguasaan informasi mengenai destinasi wisata, serta kemampuan memberikan pelayanan prima kepada wisatawan dengan memperhatikan kebutuhan dan karakteristik mereka. Penelitian ini juga menyoroti pentingnya pemahaman budaya lokal sebagai landasan dalam menjaga sensitivitas budaya dan menciptakan interaksi yang harmonis antara wisatawan dan masyarakat setempat. Selain itu, aspek manajemen waktu, pengelolaan dinamika kelompok, serta prosedur penanganan situasi darurat menjadi elemen penting dalam memastikan kelancaran kegiatan tur. Penguasaan teknologi, termasuk perangkat digital dan media sosial, turut dibahas sebagai sarana pendukung dalam penyampaian informasi dan peningkatan kualitas layanan. Penekanan khusus diberikan pada etika kerja, profesionalisme, serta sikap proaktif pemandu wisata dalam menjaga citra positif destinasi. Temuan penelitian ini diharapkan dapat menjadi acuan dalam pengembangan kompetensi pemandu wisata serta peningkatan standar pelayanan di industri pariwisata.

Kata Kunci: pemandu wisata, teknik pemanduan, keterampilan komunikasi, pelayanan prima, budaya lokal, profesionalisme, teknologi pariwisata.

Abstract

This study provides a comprehensive examination of the techniques and competencies required of professional tour guides to deliver informative, safe, and memorable travel experiences. The discussion focuses on essential skills, including verbal and non-verbal communication, mastery of destination-related knowledge, and the ability to provide excellent service tailored to tourists' needs and characteristics. The study also highlights the importance of understanding local culture as a foundation for maintaining cultural sensitivity and fostering harmonious interactions between tourists and local communities. In addition, key aspects such as time management, group dynamics management, and emergency handling procedures are identified as crucial elements for ensuring smooth tour operations. The integration of technology—including digital tools and social media—is also examined as a supporting component in information delivery and service enhancement. Emphasis is placed on work ethics, professionalism, and the proactive role of tour guides in maintaining a positive image of the destination. The findings of this study are expected to serve as a reference for developing tour guide competencies and improving service standards within the tourism industry.

Keywords: *tour guide, guiding techniques, communication skills, service excellence, local culture, professionalism, tourism technology.*

Introduction

Tour guides play a strategic role in shaping the overall quality of tourists' experiences. To deliver services that are memorable and capable of leaving a lasting impression, tour guides are required to implement a series of procedures that ensure comfort and safety throughout the journey. The use of a warm opening greeting, a communicative self-introduction, and a careful inspection of equipment constitute essential initial stages in creating a conducive tour atmosphere. These steps not only foster

positive interpersonal relationships between guides and tourists but also contribute to the development of a professional, well-structured, and accountable tourism experience.

In line with this, tour guides in a professional context are also expected to design travel itineraries in a detailed and systematic manner. Providing an overview of the destinations to be visited, along with in-depth information regarding the characteristics and historical values of each site, is a crucial element in maximizing tourists' understanding. A guide's ability to capture attention through engaging historical narratives, accompanied by explanations of rules and ethical conduct to be observed at each location, further strengthens their role as facilitators of informative, educational, and culturally insightful tourism experiences.

Through the implementation of these procedures, tour guides not only function as leaders of physical travel activities but also as key agents in shaping meaningful and memorable experiences for tourists. Interactions facilitated through question-and-answer sessions or discussions serve as strategic means to enhance tourist engagement and ensure a deeper understanding of the destinations visited. At the final stage of the tour, the delivery of sincere expressions of gratitude and warm closing remarks helps reinforce positive relationships between guides and tourists while emphasizing the guide's professionalism. These practices enable the creation of a strong final impression, allowing the tourism experience to leave an unforgettable memory. Thus, guiding procedures are not merely technical guidelines but also essential instruments in building richer, more meaningful, and educationally valuable tourism experiences.

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Method

To achieve a comprehensive understanding of tour guiding techniques, this study employs several complementary methodological approaches. These approaches include qualitative, quantitative, and experimental methods, each designed to address the research questions from different perspectives. The qualitative method is used to explore guiding practices in depth and to obtain contextual insights into the strategies applied by tour guides. The quantitative method functions to systematically measure the effectiveness of guiding techniques on tourist satisfaction and allows for the generalization of research findings. Meanwhile, the experimental method is designed to examine the effects of specific techniques under controlled conditions, thereby providing empirical evidence regarding the most effective tour guiding techniques. By integrating these three methods, the study is expected to generate a comprehensive understanding of tour guiding practices and their impacts, both in terms of tourists' experiences and the effectiveness of their implementation.

1. Qualitative Method: Case Study

This study adopts a qualitative method using a case study approach to gain an in-depth understanding of tour guiding techniques within real operational contexts. The case study approach is selected because it enables the researcher to explore guiding practices in detail as they occur in authentic situations. The research subjects consist of tour guides working at major tourist destinations in Indonesia. Subjects are selected purposively based on specific criteria, including a minimum of five years of work experience, demonstrated effective communication skills, and a positive reputation among tourists. The cases examined include tour guides from various types of destinations, such as cultural tourism, nature-based tourism, and urban tourism, allowing the researcher to obtain a more comprehensive picture of the diversity of guiding techniques.

In line with the case study approach, data are collected through a combination of in-depth interviews, field observations, and document analysis, such as tourist reviews and tour promotional materials. In-depth interviews are conducted to explore the experiences, strategies, and techniques employed by tour guides in creating memorable tourist experiences. Field observations enable the researcher to capture real interactions between guides and tourists during tours, thus facilitating a contextual understanding of guiding practices. In addition, document analysis provides supplementary information regarding service standards, promotional content, and relevant

tourist feedback. The collected data are then analyzed using thematic analysis techniques, in which key themes related to tour guiding techniques are identified, categorized, and examined in depth. This case study approach offers a distinct advantage in uncovering detailed practices that may not be revealed through other methods, thereby producing comprehensive insights into best practices in tour guiding.

2. Quantitative Method: Survey and Statistical Analysis

The quantitative component of this study employs a survey method to measure the effectiveness of tour guiding techniques applied across various destinations. The purpose of this phase is to collect data from a large number of tourists in order to understand how different guiding techniques influence their levels of satisfaction. The survey is administered to tourists who have participated in guided tours at selected destinations. Participants are randomly selected to ensure broad representation across demographic groups, while a large sample size allows for the generalization of the research findings.

Data are collected using a questionnaire developed based on tour guiding techniques identified in the existing literature. The questionnaire includes items related to satisfaction levels, impressions of the tour guide, and the influence of guiding techniques on tourists' overall experiences. A Likert scale is employed to measure tourists' perceptions of various aspects of tour guiding. The collected data are then analyzed using statistical techniques, such as linear regression and factor analysis, to identify relationships between guiding techniques and tourist satisfaction. The results of the analysis enable the identification of the most effective techniques for enhancing the quality of tourists' experiences.

3. Experimental Method: Testing Tour Guiding Techniques

The experimental study is designed to test the effectiveness of various tour guiding techniques in a controlled setting. This method aims to evaluate the impact of specific techniques on tourists' experiences while controlling for other variables that may influence the outcomes. Participants are randomly assigned to several groups, each of which follows a tour guided using different guiding techniques. Experienced tour guides are involved to consistently implement the predetermined techniques.

Data are collected through direct observation, post-tour questionnaires, and physiological measurements, such as stress levels and positive emotional responses, to assess tourists' reactions to the guiding techniques applied. The questionnaires include items related to satisfaction, overall impressions, and emotional experiences during the tour. Subsequently, the data are analyzed using statistical methods, such as analysis of variance (ANOVA), to compare the effects of different guiding techniques on tourist satisfaction. The findings of this experimental study facilitate the identification of the most effective tour guiding techniques in creating positive, memorable, and emotionally meaningful tourism experiences for tourists.

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Results and Discussion

An excellent tour guide plays a crucial role in creating unforgettable experiences for tourists. To provide professional and satisfying services, tour guides must pay close attention to various essential procedures that ensure tourists' comfort and safety throughout the journey. From the opening stage to the closing of the tour, the application of systematic guiding procedures contributes significantly to the formation of meaningful and enjoyable tourism experiences.

Beginning the tour with a warm greeting, a friendly self-introduction, and a careful check of equipment helps establish a positive atmosphere from the outset. This is followed by a detailed explanation of the travel itinerary, an overview of the destinations to be visited, and in-depth information related to the history and culture of each location. Tour guides are also required to clearly explain the rules applicable at each destination while capturing tourists' attention through engaging and educational narratives.

By following these procedures, tour guides not only lead the physical journey but also create meaningful tourism experiences. Interaction through question-and-answer sessions or discussions enhances tourist

engagement and ensures a better understanding of the destinations visited. At the closing stage, tour guides express gratitude and deliver warm farewell remarks, strengthening positive relationships with tourists and leaving a lasting impression. Thus, these procedures function not merely as technical guidelines but also as key elements in creating memorable and meaningful tourism experiences.

The main guiding procedures that should be observed by tour guides are as follows:

1. Opening Greeting
   Tour guides begin the journey by warmly welcoming tourists, offering greetings, and asking about their well-being and health conditions. This aims to create a pleasant atmosphere and establish interpersonal relationships from the beginning.
   Example:
   "Warm greetings, good morning, and thank you for joining today's journey. We hope you are in good health and enthusiastic about exploring the exciting destinations we have prepared."
2. Self-Introduction
   Tour guides introduce themselves, including their name, role, and responsibilities during the tour. This introduction helps tourists feel comfortable and know whom to approach for questions or assistance.
   Example:
   "Allow me to introduce myself. My name is Andi, and I will be accompanying you on today's tour. If you have any questions or concerns, please feel free to let me know."
3. Equipment Check
   Before the tour begins, the guide ensures that tourists have brought all necessary equipment. This step helps prevent obstacles or the loss of important items during the journey.
4. Explanation of the Travel Itinerary
   Tour guides explain the itinerary in detail from start to finish, including lunch plans, rest periods, and main points of interest. This explanation provides tourists with a comprehensive overview and helps them prepare mentally and logistically.
5. Overview of Tourist Destinations
   Before entering a destination, the guide provides a general overview of the site, available activities, and applicable rules. For example, when visiting a museum, tourists are informed about the main collections, photography regulations, and codes of conduct.
6. Detailed Explanation at the Site
   Upon arrival at the destination, the tour guide delivers information related to history, culture, and interesting facts about the site. Question-and-answer sessions or discussions may be conducted to enhance interaction and tourist engagement. At this stage, the guide is required to have extensive knowledge and a strong understanding of the destination.
7. Tour Closure
   After the tour concludes, the guide expresses gratitude and offers warm closing remarks to the tourists.
   Example:
   "Thank you to all tourists who have joined today's journey. We hope this experience leaves you with unforgettable memories. Have a pleasant rest, and we look forward to welcoming you on our next tour."

Requirements to Become a Tour Guide

A tour guide holds a strategic role in shaping tourists' experiences. To perform this role professionally, several requirements must be fulfilled. These requirements encompass not only technical skills but also interpersonal competence, cultural knowledge, and physical and mental readiness. The main requirements for becoming a competent tour guide are as follows:

1. Foreign Language Proficiency
   The ability to communicate in foreign languages is an essential competence for tour guides, as they interact with tourists from diverse countries and cultural backgrounds. Proficiency in international languages such as English, Arabic, French, German, Spanish, or

Portuguese is a significant advantage. Additionally, basic knowledge of East Asian languages, such as Japanese, Korean, or Chinese, can further enhance tourists' comfort and foster more personal interactions.

2. Understanding of Foreign Cultures
   In addition to mastering local culture, tour guides should possess knowledge of foreign cultures. This is important because tourists may come from various countries with different customs, norms, and expectations. Guides who understand foreign cultures can adapt their interactions, communication styles, and services to create more comfortable and enjoyable experiences for tourists.
3. Politeness and Courtesy
   Politeness is a fundamental aspect of professionalism in tour guiding. Guides are expected to demonstrate good communication ethics through respectful language, attitudes, and behaviors that align with local norms and cultural values, as well as those of the tourists. Courtesy serves as the foundation for building harmonious relationships between guides and tourists.
4. Mastery of the Destination Area
   Tour guides must have a thorough understanding of the destinations they guide, including travel routes, key locations, major attractions, and recommended sites. Such knowledge enables guides to provide accurate information, offer appropriate recommendations, and assist tourists in preparing for the journey effectively.
5. Broad Knowledge Base
   A broad knowledge base is a key competence for tour guides. Tourists often seek historical, cultural, and local insights about the places they visit. Guides with extensive knowledge can provide comprehensive and engaging information, making tourism experiences more educational and enriching.
6. Physical and Mental Endurance
   Tour guides are required to have strong physical endurance, as the job demands significant energy, including walking, accompanying tourists, and managing intensive travel schedules. Mental resilience is equally important to handle diverse tourist personalities, ranging from friendly to demanding, shy, or aggressive. Physical and mental strength enables guides to maintain professionalism and service quality throughout the tour.
7. Attractive and Professional Appearance
   The physical appearance and professionalism of tour guides influence tourists' experiences. Guides are expected to dress neatly and appropriately, maintain cleanliness, and present an overall professional appearance. A good appearance not only reflects professionalism but also contributes to tourists' comfort during interactions and tour activities.

Conclusion

Tour guides play a vital role in creating tourism experiences that are memorable, safe, and satisfying for tourists. The excellence of a tour guide is not determined solely by their knowledge of destinations, but also by their interpersonal skills, creativity, and attention to tourists' safety and well-being. The required competencies include foreign language proficiency, understanding of local and international cultures, politeness, broad knowledge, mastery of the destination area, physical and mental readiness, and a professional appearance.

The implementation of systematic guiding procedures—ranging from opening greetings, self-introductions, equipment checks, explanations of itineraries and destination overviews, to question-and-answer sessions and tour closures—has proven effective in enhancing tourist engagement, building personal relationships, and creating deep and meaningful experiences. Professionally applied guiding techniques not only facilitate physical travel

but also deliver tourism experiences that are educational, enjoyable, and unforgettable.

Furthermore, the integration of qualitative, quantitative, and experimental research approaches provides a comprehensive understanding of the practices and effectiveness of tour guiding techniques. The qualitative approach explores strategies and best practices in depth, the quantitative approach measures the influence of guiding techniques on tourist satisfaction, and the experimental approach assesses the effectiveness of specific techniques under controlled conditions. This integrative approach enables the identification of the most effective guiding techniques for enhancing the quality of tourist experiences.

Through continuous self-evaluation and the acceptance of feedback from tourists, tour guides can continuously improve service quality. Friendliness, professionalism, dedication, and perseverance are key factors in creating exceptional tourism experiences, leaving positive impressions, and strengthening the image of tourist destinations. Overall, becoming an excellent tour guide is a combination of knowledge, interpersonal skills, effective guiding procedures, and a strong commitment to delivering memorable, educational, and satisfying tourism experiences.

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