Publik (Jurnal Ilmu Adminsitrasi)
Vol. 10 No. 2 Tahun 2021
DOI: http://dx.doi.org/10.31314/pjia.10.2.385-397.2021
Copyright © 2021, Publik (Jurnal Ilmu Administrasi)
Under The License CC BY-SA 4.0
ISSN: 2301-573X E-ISSN: 2581-2084

Tour Guide License to Improve Tourism Human Resources Professionalism in Tana Toraja Regency

Margaretha WR *
Makassar Tourism Polytechnic, Indonesia
Email: etha_2000id@yahoo.co.id

Abstract. This study examines the tour guide license in improving the professionalism of tourism human resources in Tana Toraja Regency. A tour guide has a very important license, this license proves the competence of a tour guide so that tourists do not hesitate in using his services. The research method used is descriptive qualitative research methods. Data collection techniques were carried out by means of observation, interviews and documentation. This research was conducted at tourist objects in Tana Toraja Regency and related agencies since July-October 2020. Based on the research results, it was found that currently there are still many illegal tour guides in Tana Toraja Regency who are not licensed, the lack of tour guides' attention to the importance of this license has an impact on the image of tourism in Tana Toraja Regency. The government in this case has made various efforts to improve professional tourism human resources in Tana Toraja district by conducting education and training as well as controlling unlicensed foreign guides by imposing criminal and administrative sanctions. The license also has a validity period of 2 years and has 3 levels, namely Young Tour Guide, Intermediate Tour Guide, and Tour Leader. The license function for tour guides is as legal protection for tour guides in carrying out their profession.

Keywords: License; Tour Guide; Tourism; Human Resources

***Received:**14-08-2021* ***Revised**:26-10-2021* ***Accepted**:24-11-2021*

INTRODUCTION

A tour guide or also called a tour guide is a person/business entity engaged in tourism that accommodates this profession, namely the Indonesian Tour Guide Association or HPI. In Regional Regulation Number 5 of 2008 concerning Tour Guides, someone who wants to become a tour guide must have a license called a KTPP or Tour Guide Identity Card, the development of tourism in Bali is growing rapidly so it does not rule out the possibility of causing unlicensed tour guides or often referred to as illegal guides. .(Putu Arif Sanjaya & Urge Putu Dewi Kasih, 2013)

Tour guides have a very important role for tourists, namely providing information about detailed descriptions and access to the location of tourism objects (Clarizia et al., 2017). However, to use the services of a tour guide, tourists must provide additional costs and not necessarily the accompanying tour guide is a reliable tour guide in knowing all the tourist attractions and locations of tourist attractions visited and also not all tourists want to be

Email Correspondence*:
etha_2000id@yahoo.co.id

accompanied by the services of tour guides. With technology, tourists can easily get information about tourism (Li et al., 2017; Benckendorff et al., 2019). Currently, many tourists travel only by using mobile device technology. Recent advances in internet and mobile technology are required to increase access to tourist information (Dickson et. al, 2009) in (Bruno, 2019). Improving tourism workforce human resources through education and training is an important part, both through formal education channels such as vocational high schools and training channels such as courses, job training institutions (BLK) and apprenticeships in the workplace (Amir, 2015).

The dual role of tour guides as information providers and at the same time as spearheading the promotion of destinations or tourist destinations has not been taken into account to attract tourists (Ullah et al., 2020). In addition, the understanding of increasing the attractiveness of tourism objects through the role of tour guides is still limited. The existence of tour guides will increase tourists' understanding of tourist objects and the surrounding community visited so that they can support efforts to prevent damage to the natural and cultural environment as tourist objects that are often carried out by tourists. Tour guides who are able to provide adequate interpretation and information will be able to create satisfaction for tourists and can continue to make repeat visits to the tourist objects visited.

To become a professional guide, there are certainly many processes that must be passed, not only obtained from schools/colleges or courses but obtained from experience that is collected little by little. Professional tour guides must have adequate competence. In Law No. 10 of 2009 concerning Tourism, what is meant by competence is a set of knowledge, skills, and behaviors that must be possessed, internalized, and mastered by tourism workers to develop work professionalism. In order for tour guides to have adequate competence, training needs to be carried out so that tour guides have good knowledge, skills, and behavior. After attending the training then applied in his work or profession as a tour guide.

In fact, the competence of tour guides still needs to be questioned, the evidence is that tourists still complain that the tour guides/tour guides lack knowledge of local culture. This could be due to unclear recruitment patterns and shortened education for only 3 days. Even though the minimum standard of tour guide training is 110 hours, but all of that has never been met.

Several writings on tourism human resources have been widely carried out, see for example Nandi (2008) about tourism and human resource development, Santoso (2011) about the quality of human resources in the hospitality tourism industry in Kuta and Rahadian (2013) about the absorption and preparation of tourism human resources in NTB. However, articles on improving tourism human resources through competency certification are rarely reported.

Kristianto (2013) has written about tourism competency certification as a capital tool for HR infrastructure to face the global market, so the author would like to add related data and information to see the opportunities and challenges in implementing tourism competency certification in Indonesia. Certification of competence in the tourism sector is an official acknowledgment of a person's knowledge, attitudes and skills so that it indicates a person's quality as a tourism workforce. Based on this description, the authors need to compile a competency certification paper for tourism human resources related to facing the MEA. (Amir, 2015).

The level of tourist visits to tourist destinations certainly cannot be separated from the role and role of HR (Human Resources) starting from the government, hotel owners, restaurants, object managers and no less important is the tourist guide who is often called a "guide". Tour guide (guide) as a tourism actor who is at the forefront because it is in direct contact with tourists (Tătar et al., 2018). From the tour guides, tourists will get information or explanations about objects or destinations. Therefore, the role and role of the tour guide is very important. If a tour guide gives wrong information or in providing services that are not in accordance with standard operating procedures (SOP), the image of the area will be at stake.

With the availability of adequate resources in terms of quantity and quality, future challenges will be well addressed. Experts also agree that the quality of the human resources we currently have still needs to be improved, so that these challenges can be handled properly. In the field of tourism, especially in Tana Toraja Regency, the human resources that are owned are still not maximized. This is influenced by two factors, namely external factors and internal factors. The internal factor is the level of education of tourism human resources in Tana Toraja Regency, specifically for tourist guides, the average high school graduate who then takes a short course in a certain language, they dare to declare themselves a guide. A guide is certainly not only able to master a certain language, but more than that, a guide must understand how to serve tourists in a broader sense. The quality of a guide like this certainly cannot provide maximum service to tourists.

The problem of quantity and quality of labor in the tourism sector has been tried to be overcome by several parties, both government and private. We can see the emergence of many educational institutions, both formal and non-formal education institutions that are trying to provide tourism skills. However, it turns out that the quantity and quality of the workforce needs in the tourism sector have not been fully addressed, so we still hear about training or workshops, education and refreshments for Tour guide.

In order to support the progress of the Tana Toraja tourist attraction, the role of a qualified guide is needed to be able to provide a more complete and detailed explanation of everything related to the tourist attraction. As well as various policies are taken every year to further improve the quality, information services, technology, communication, infrastructure and improvement of the quality of guides can be better. Based on this point of view, the author is interested in describing in detail about everything needed to be a guide.

METHODS

The approach used in this research is a qualitative approach and the research method used is descriptive qualitative research method. A qualitative descriptive method, which describes, describes, and explains the factors needed in planning and the factors that determine the design. Qualitative descriptive research aims to obtain information about the existing situation. Methods of data collection is done by means of observation, interviews and documentation. This research was conducted at tourist objects in Tana Toraja Regency and related agencies since July-October 2020. The source of data in this study is the subject of the data obtained by the researcher. In this study the authors used primary and secondary data sources. Primary data is a source of research data obtained directly from the original data source. Primary data can be in the form of opinions of subjects (people) individually or in groups. This primary data can be collected by two methods, namely: the interview method (interview) and the observation method. Secondary data is research data obtained indirectly through intermediary media. In general, secondary data is obtained from library research, namely by collecting, reading and understanding theories from books, articles, journals, magazines, or data from internet theories related to research. The analysis is carried out interactively and takes place continuously until it is complete, until the data is saturated. Activities in data analysis, namely data transcribing, data reduction, data display, and conclusion.

RESULTS AND DISCUSSION

According to Danim (2011) "competence is a set of knowledge, skills and basic values that are reflected in the habits of thinking and acting of a professional". Competence can be defined as a specification of the knowledge, skills, and attitudes that a person has and their application in work in accordance with the performance standards required by society and the world of work. From the above understanding, it can be concluded that the competence of a tour guide is a set of knowledge, skills, values, and attitudes that must be possessed by a tour guide in order to

carry out their duties according to the needs or what is desired by tourists. In accordance with the Decree of the Minister of Manpower and Transmigration NUMBER KEP. 57/MEN/III/2009 concerning the Indonesian National Work Competency Standard (SKKNI) is a work ability formulation that includes aspects of knowledge, skills and/or expertise, as well as work attitudes that are relevant to the implementation of duties and job requirements set in accordance with the provisions of laws and regulations.

Generally for one tour guide to guide approximately 2-7 tourists. Activities during the guide are guides picking up tourists and airports after which tourists are immediately dispatched to tourist attractions. Basically, to become a tour guide, you must have knowledge of nature, cultural and historical-based tour scouting, not only that but also a guide and can handle emergency conditions as long as they guide.

After doing research, most of the tour guides only have Indonesian and English skills. for example, even though they are categorized as tourist guides for Spanish, the guides only understand a few words, such as sentences to greet tourists, invite tourists to tourist attractions, so that communication between tour guides and tourists is lacking. Judging from the tourists who visit there consist of various different countries such as Spain, France, Germany, and others, basically the majority of tourists cannot and do not understand English.

A tour guide has the task of accompanying tourists when on an expedition to a tourist attraction, a guide provides interpretations of the intended tourist attraction, a tour guide also accompanies and provides interpretations at a tourist attraction. The majority of tour guides in Tana Toraja Regency do not carry out interpretations as a guide should carry out interpretations when guiding tours, only some carry out interpretations when guiding, not only that, when tourists are at tourist attractions the tour guides do not accompany or accompanying tourists, tourists are only left to look at tourist attractions without being given a little story about the destination tourist attraction. This is because the background of the Tana Toraja Regency is the learning that is owned by the guide. In distributing services to tourists, a tour guide is required to be able to have quality expertise in guiding tourists.

The service quality of a tour guide has a significant position because it can influence tourists to visit a tourist attraction so that later it can influence tourists to visit Tana Toraja Regency. Not only that, a tour guide must have an advantage or privilege in service so that it can make tourists feel satisfied. One of the advantages that a tour guide has is being able to speak well. Being able to speak well in this regard is being able to share correct data with tourists. Therefore, a tour guide requires good verbal language skills.

A tour guide is required to have good verbal language skills in order to carry out his duties. The 3 main tasks of a tour guide are: a) to control and carry out tourist expedition activities for tourists which they handle based on the expedition program (the itinerary) that has been inaugurated, b) to display and bring tourists to the desired tourist objects and attractions, c) to share data and descriptions of objects and tourist attractions visited by historical and cultural data, as well as various other data. Of the three tasks, all of them lead to the language skills of tour guides.

One of the verbal language skills possessed by tour guides is monologue and discussion skills in delivering data to tourists. When accompanying tourists on an ODTW tour guide must be able to monologue when explaining something. Tour guides must be good speakers so that tourists as listeners can understand and master the information that is informed. After the tour guide monologues, then the tourists respond and there is a discussion between the two. The tour guide's mistakes in dialogue and producing discourse will reduce the level of tourist satisfaction and can even disturb the image of the ODTW. Verbal language skills not only affect how a person can speak and make up discourse but also affects facial expressions and body language. In a conversation, facial expressions and body language are often found, such as smiling, nodding, and so on. Everything seems so normal in everyday life that this is almost a routine for someone and can be tried on reflex.

Importance of license for Tour Guide

The importance of certifying the competence of workers engaged in the tourism industry is regulated in the Indonesian Tourism Law, namely Law no. 10 of 2009 which states that certification is the process of granting certificates for business and tourism workers to support the improvement of the quality of tourism products, services, and tourism management. Meanwhile, competence can be defined as a set of knowledge, skills, and behaviors that must be possessed, internalized, and mastered by tourism workers to develop work professionalism. Article 26 of Law no. 10 of 2009 states that every tourism entrepreneur is obliged to improve the competence of the workforce through training and education as well as implementing business standards and competency standards in accordance with the provisions of laws and regulations. This means that increasing the competence of workers who obtain competency certification is an obligation of itself. However, if we look at it, entrepreneurs pay less attention to the problem of increasing their human resources. They invest more of their funds in buildings/physical, because they do not see the benefits of this competency certification directly.

Other arrangements regarding standardization and competency certification can also be seen in Article 53 which states that workers in the tourism sector have standard competencies. In accordance with the mandate of Article 55 of Law Number 10 of 2009 concerning Tourism (regarding further regulation of competency certification) and to answer future challenges, a Government Regulation concerning Competency Certification and Business Certification in the Tourism Sector is stipulated, namely Government Regulation no. 52 of 2012 concerning Competency Certification in the Tourism Sector.

In the eyes of foreign tourists, a tour guide is a figure who represents a country. This is also realized by the tourism representatives in Tana Toraja, who are the spearhead in representing the hospitality of Tana Toraja and Indonesia. Therefore, tour guides do not only guide, but also have to be certified and have a license. certification and licenses are supplies that are absolutely needed by guides.

Seeing the existence of tour guides, it is natural that the government through the Ministry of Tourism applies work certification for every tour guide who works in the field. It is not easy to become a tour guide (tour guide) or an official tour leader under HPI. There is a competency certification that must be met. To become a member of HPI nationally, the benchmark is always the license granted by the government through the tourism office in their respective regions. The license for a tour guide is very important. With this license, a tour guide can carry out his profession as a representative for tourists who want to see various tourist attractions in the Tana Toraja area. With that license, a tour guide is also not interested in illegal tourism (unlicensed) in carrying out his profession in the field, especially by tourists who want to take advantage of tourist services.

In obtaining a license there are no burdensome requirements because they only participate in guiding training in accordance with the number of hours that have been set by the government. The requirements to become a tour guide, are of sufficient age, at least graduated from high school or the equivalent and most importantly master the language both orally and in writing. Regarding the requirements for diplomas and other portfolios, a professional here is able to prove himself competent in the field of tour guides, maybe with the help of a Competency Assessor in proof of scouting work from a minimum of 5 tour guide performance units. The five units of provisions for the provisions of the Indonesian National Work Competency Standards, attitudes - skills guidelines, for example: Cooperating with colleagues and tourists; Working in a different social environment; Work as a tourist; Provide pick-up and drop-off services for tourists; Develop and improve the general knowledge required by tourism.

Requirements to obtain a license from Disparda tour guides must attend seminars and education for 1 (one) week or a minimum of 110 hours to receive a certificate which directly becomes a license or permit for a tour guide in carrying out the profession as a waiter who has dedication and professionalism in carrying out his work, provide valid information and quality guidance to visiting tourists. Most tour guides who do their profession illegally or do not have a license may be due to the laziness of the tour guides to apply for a license to the Tourism Office which in this case has the authority to issue a certificate as a legal requirement for the tour guide profession with the approval of the Governor.

The decline in the quality of tour guide services due to unclear recruitment patterns and shortened education, held for only 3 days. The minimum standard of 110 hours of tour guide training has never been met in its implementation, although this can refer to the Indonesian National Work Competency Standards, tourists still complain that tourist guides lack knowledge of local culture. The implementation of the recruitment of tour guides that are not carried out continuously makes it impossible for prospective tour guides to get a permit or tour guide certificate immediately making some tour guides reckless to carry out their profession without pocketing a permit. month or year but carried out in accordance with the report from the HPI DPD if there is a shortage of tour guides.

Tour guides who are members of the Indonesian Tour Guide Association (HPI) of the Tana Toraja Region attract tourists who do not have a license. They are worried that the presence of the tour guide could damage the image of Tana Toraja. Because, tour guides don't use averages, they don't have the correct understanding of tourism objects and Tana Toraja culture. According from result interview that is known that there are many unlicensed tour guides in Tana Toraja. Their presence is clearly troubling because it can damage the rates of licensed tour guides. In addition, it is feared that providing information about a tourist attraction is not appropriate. Whereas in tourism services, high professionalism is needed so that it can attract tourists and tourists are satisfied with the services obtained.

The Tourism Sector Business Certification Agency, hereinafter referred to as the Tourism Sector LSU, is an independent institution authorized to certify businesses in the tourism sector in accordance with the provisions of laws and regulations. The Certificate of Competence in the Tourism Sector aims to provide recognition of the Competencies of the Workforce and improve the quality and competitiveness of the Workforce. While the Tourism Business Certificate is written evidence provided by the tourism business certification agency to tourism businesses that

have met tourism business standards and aim to improve the quality of tourism services and tourism business productivity.

The Government's Role in Controlling Unlicensed Tour Guides/Guides in Tana Toraja Regency

As a tour guide, it determines the progress of the Tana Toraja Regency Tourism destination in maintaining a good image of a tourism destination, namely by continuing to show the concepts of cultural tourism and nature tourism in the services provided by tour guides to tourists within the tourism travel agency. Therefore, it will be easier if it goes with teamwork between tour guides so that they can play an active role in advancing the Tourism destinations of Tana Toraja Regency.

Improve Human Resources

In an effort to create competent and professional tour guides, HPI organizes education and training activities. This training activity is carried out on the basis of the demand and need for tour guides in the field considering the growing development of the tourism industry in Tana Toraja Regency. After following the training process, it is hoped that participants can improve the quality of human resources in the tourism sector so that they can help develop the tourism industry in Tana Toraja Regency in particular and in Indonesia in general. Tour guides are one of the most important factors in the development of the tourism industry because tour guides interact directly and provide information about places visited by tourists.

Based on the interview result, it is known that the government of Tana Toraja Regency provides full support for the implementation of training and competency certification training for tour guides in Tana Toraja Regency. This support is needed so that there is synergy between tourism actors and the government so that tourism is growing. This requires understanding to understand and articulate the aspirations and needs of the community, and formulate them in policy and planning and implement them. Second, the bureaucracy must have the competence to empower civil society by creating social skills. All of these efforts are expected to be able to realize the quality of Indonesian people (especially government officials) in their development management which has the following three qualifications: First, the inherent characteristics of loyalty, dedication and work motivation in carrying out their duties. Second, having professional skills and abilities and Third, implementing mental attitudes that are oriented towards a good work ethic, honest, bidisciplinary, productive and working selflessly.

Giving Sanctions

The development of tourism in Tana Toraja Regency is growing rapidly so that it does not rule out the possibility of causing unlicensed tour guides or often referred to as illegal guides. License is a permit that gives the right to run a company. A license is used to express a license that allows a person to run a company with a special or special license. Every tour guide is required to have a license to support tourism in the Tana Toraja Regency area in particular, but there are illegal tour guides who do not have a license which can harm the tourism industry.

The number of tourists is not proportional to the number of tour guides in Tana Toraja Regency, making many residents take this opportunity. So that many people appear who claim to serve as freelance guides or freelance tour guides, where a freelance tour guide is not tied to an industry that provides tour guide services, or expedition services and usually these freelance tour guides do not have a work permit or do not have a license. Without this card, there is no guarantee that a freelance tour guide is a guide who meets the criteria stated in Article 35 of Law No. 10 of 2009 concerning Tourism which states that a tour guide or tour guide must have competency standards which are tested through competency certification. This competency certification is attempted by a certification body that has found a license that complies with the requirements of the legislation. Therefore, a freelance tour guide who does not have a license there is no guarantee that the tour guide is equipped with competency standards based on the law. Therefore, it is not uncommon to find a tour guide who is not equipped with good foreign language skills, and knowledge in the field, so that the tour guide only works to take tourists to certain tourist spots, not guides. This will directly lead to negative consequences for tourism in Tana Toraja Regency, because one aspect of tourism is a tour guide. Tour guides are like the tip of the spear in Tana Toraja Regency tourism, so without a good and licensed tour guide, Tana Toraja Regency tourism will not run optimally, and moreover will disturb the presence of tourists in Tana Toraja Regency.

Efforts that can be made by the government to be able to overcome and its implications for aspects of tourism in Tana Toraja, including the community that provides guidance to tourists to obtain permits and increase knowledge and skills to the community. custodians who are beneficial to their profession. In addition, raids on tourist sites have also been carried out in the form of law enforcement with the addition of a number of tour guides. The sanctions imposed on unlicensed tour guides still refer to the statutory rules article 30 where unlicensed tour guides will be given administrative sanctions and if they are detrimental they will be subject to criminal

sanctions. For now, there is no clear regulation issued for the Tana Toraja district government in regulating unlicensed tour guides.

Supervision

Supervision of tourism development carried out by an institution or LSP appointed by a team formed by the government as the lending sector of the activity by taking experts. The form of supervision carried out by the government of Tana Toraja Regency is by conducting coaching. Based on the interview result, the government should carry out stricter supervision of unlicensed guides, so that the performance of tourism services in Tana Toraja Regency is always maintained. Because if there is no clear sanction against illegal tour guides, it is feared that they will increasingly mushroom and damage the image of tourism in Tana Toraja Regency.

For this reason, the role of the government as one of the tourism stakeholders is expected to be able to change the mindset of the community and provide understanding to the community, that the development of tourist villages will make the tourism potential in the village more advanced, and the village more independent and prosperous. In addition, in improving the quality of human resources related to community empowerment, training, technical guidance and counseling in the tourism sector are needed for tourism awareness groups and small and medium enterprises (SMEs) carried out by local communities. With the improvement of quality tourism human resources, especially the perpetrators of tourism village activities, it will be very influential and become one of the keys in increasing and sustaining tourism development Indonesia in general.

Training

Training for tour guides provides practical skills, because it has a lot of content such as learning content that is focused on the skills or competencies you want to have such as taking tourists both groups and individuals who travel with available transportation, providing explanations about travel plans and tourist attractions. , as well as providing explanations about travel documents, accommodation, transportation, and other tourist facilities, providing instructions on tourist attractions, helping to manage tourist luggage, and providing assistance to tourists who are sick, accident, lost, or other calamities. Because good training is training that is able to achieve the goals that have been formulated, and there is cooperation from the management and training participants. So to achieve these goals, training must be carried out in accordance with procedures. The procedure in question is management or training management

The purpose of the tour guide training is to increase knowledge and skills in terms of guiding tours. The parties involved in formulating the objectives of the tour guide training are the

tourism office, regional representative councils, Indonesian representative associations, tourism driving groups. In setting goals the factors that are considered are seen from the number of interests, needs of participants and learning needs. In addition, seen from the tourism office, regional representative councils, Indonesian representative associations, tourism compepar. The purpose of this tour guide training activity is to provide knowledge and skills to participants so that participants are able to provide good service to tourists, both foreign and local tourists.

CONCLUSIONS

A tour guide's license in the form of a name tag. To have it, tour guides are required to take 2 weeks of training at the Tana Toraja Regency Tourism Office followed by taking a test. The license also has a validity period of 2 years and has 3 levels, namely Young Tour Guide, Intermediate Tour Guide, and Tour Leader. The license function for tour guides is as legal protection for tour guides in carrying out their profession. A licensed tour guide can be said to be a professional and reliable tour guide. The license can be proven with an KTPP card. The importance of this license is so that the services provided to tourists are maximized. The provisions for administrative sanctions imposed on tourism entrepreneurs who violate are regulated in Article 46 for tourists and Article 47 for tourism entrepreneurs in accordance with the provisions of the legislation. as referred to in Article 11, Article 26 and Article 27 shall be subject to administrative sanctions. 4) Sanctions of limiting business activities are imposed on entrepreneurs who do not comply with the warning as referred to in paragraph (3). entrepreneurs who do not meet the provisions as referred to in paragraph (3) and paragraph (4). 6) Administrative sanctions in the form of fines as referred to in paragraph (2) letter are also imposed on entrepreneurs who do not comply with the warning as referred to in paragraph (3). conduct an investigation, due to the absence of regulations regarding who is authorized to impose sanctions and the mechanism for imposing such sanctions. Therefore, this does not rule out the possibility of overlapping authorities regarding the administration of administrative sanctions. Articles 62 and 63 which regulate administrative sanctions and criminal provisions do not yet have clarity and firmness regarding who has the authority to enforce the law, how the process of law enforcement is, and how to supervise law enforcement.

REFERENCES:

Amir. (2015). Peningkatan SDM pariwisata melalui sertifikasi kompetensi dalam menghadapi MEA : peluang dan tantangan. Seminar Nasional Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Terbuka UTCC, 26 Agustus 2015, 108- 121.

http://repository.ut.ac.id/3339/1/fisip2015_09_azhara.pdf/

Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology. Cabi.

Bruno, L. (2019). Pemandu wisata berbasis digital. Journal of Chemical Informationand Modeling, 53(9), 1689-1699. https://doi.org/10.1017/CBO9781107415324.004 \

Clarizia, F., Lemma, S., Lombardi, M., & Pascale, F. (2017). A mobile context-aware information system to support tourism events. In International Conference on Green, Pervasive, and Cloud Computing (pp. 553-566). Springer, Cham.

Danim, S. (2011). Pengantar Pendidikan. Bandung: ALFABETA

Dickson, T Darcy, S. (2009). A whole of life approach to tourism: the case for accessible tourism experiences. Journal of Hospitality and Tourism Management, 16(1), 32–44.

Kristianto, Y. (2013). Sertifikasi kompetensi sebagai modal perangkat infrastruktur sdm menghadapi pasar global. Jurnal Analisis Pariwisata. 13(1): 86-99.

Moleong, Lexy J. (2011). Metodologi penelitian kualitatif. Bandung: Remaja Rosdakarya.

Nandi. (2008). Pariwisata dan pengembangan sumberdaya manusia. Jurnal GEA jurusan Pendidikan Geografi Vol.8 Np. 1 April.

Putu A, S, & Desak P, D, K. (2013). Lisensi bagi pemandu wisata dalam menjalankan profesi kepariwisataan di kabupaten Badung. Kertha Negara,1(3),1-5

Rahadian, A.S. (2013). SDM pariwisata di NTB: penyerapan dan penyiapannya. LIPI dan Elmatera (Bunga Rampai): 143-172.

Santoso, B. (2011). Kualitas tenaga kerja di bidang industri pariwisata di kota blitar, Jatim. Jurnal Perhotelan dan Pariwisata. (1) :1-12.

Tatar, C. F., Herman, G. V., & Gozner, M. (2018). Tourist guides' contribution to sustainability in Romania. GeoJournal of Tourism and Geosites, 21(1), 282-287.

Ullah, N., Abd Aziz, S. N., & Idrees, R. Q. (2020). Sustainable tourism business promotion in pakistan: a descriptive analysis of logistics and environmental agreements. Journal of Environmental Management & Tourism, 11(7), 1719-1728.

Yoeti, (2000), Ilmu Pariwisata, Jakarta: Pertaja

Li, Y., Hu, C., Huang, C., & Duan, L. (2017). The concept of smart tourism in the context of tourism information services. Tourism Management, 58, 293-300.