SIGNIFICANT VALUES OF TOURISM LEARNING FOR LOCALS TO SUPPORT TOURISM DEVELOPMENT THROUGH COUNSELING AND MENTORSHIP

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ABSTRACT
A tourism development in an area is basically unable to be separated from the existence of supporting local residents, since the existence of tourism objects is not only to increase a regional income but also to encourage public awareness of tourism activities. The study was conducted by direct observation of counselling and assistance activities on Tourism Awareness by academics in society, followed by in-depth interviews with speakers and participants of counselling and mentoring activities, as well as tourism stakeholders (tourists, Heads of regional tourism offices, and village officials) after the activity was carried out in Gunungrogo Tourism Village, Tajinan District, Malang Regency, East Java, Indonesia. The results showed that learning related to tourism is very important to them. The local people were active (enthusiastic) during the activity because all this time they did not know the tourism importance. During this time they assume tourism will only bring harm because many foreigners (tourists) enter the area. However, numerous positive things can be accomplished with the arrival of foreigners. Finally, the impact of counselling and mentoring activities encourage the locals to fully support tourism activities and they find business opportunities to bring in revenue in the tourism sector.

KEYWORDS
Tourism Development, Tourism Awareness, Mentorship, Gunungrogo Tourism Village

INTRODUCTION
The development of tourism in an area is basically unable to be separated from the existence of supporting local residents. It is because the existence of a tourist attraction is actually not only to increase regional income, but also is expected to increase income or improve the socio-economic life of local residents. In addition, in the tourism development it should also be able to provide opportunities for all people to try and work. The existence of tourist visits to an area should provide great benefits for improving the welfare of the surrounding community, because of this case tourism will be able to make a major contribution to the poverty eradication in an area (Hadiwijoyo, 2012: 61-62).

The importance of local people’s participation role in the tourism development will support the success of a tourism industry in a long-term future since the industry very much depends on the level of acceptance and support from the local people. Local people will play a role to welcome the presence of tourists and at the same time provide services needed by them (Suswantoro, 2004: 23). Furthermore, they will help in participating the tourism development when they know about what should be helped and understand about things which will later make the them get positive benefits from the tourism development (Suswantoro, 2004: 30).
Malang Regency has many interesting tourism objects with natural and cultural arts. Not only the tourism is considered to be very well known such as Bromo Tengger Semeru (BTS), but Malang Regency also hold tourism potential which has not been explored so far. In other words, the tourism potential already exists, but it has not been developed for tourism activities. It is because indeed the local people have not been aware of the potential existence in their region. Furthermore, they have not yet owned an awareness if the tourism potential in the region is well managed for tourism activities, it will give impact on their economic activities. Therefore, this study sought to describe the important role of learning in the counseling and assistance forms of Local Tourism Awareness to develop tourism products in Gunungronggo Village, Tajnan District, Malang Regency.

LITERATURE REVIEW

Tourism Aware
Tourism awareness can be defined as a concept which describes the participation and support of all components in society to encourage the realization of a conducive climate for the growth and development of tourism in an area, and it aims to improve the welfare of the people (Kemenpar, 2019). Furthermore, Rahim (2012) said that the tourism awareness community is characterized by: 1) The locals have awareness as a host guided by Sapa Pesona (Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Full of Memories) towards their guests (tourists); 2) The locals are aware of rights and needs as a host, and is aware of the rights and needs of tourists as guests.

Society Participation
Society participation is defined as an action of public involvement in the process of identifying problems and potential which exists in the society, selection and decision making regarding alternative solutions in dealing with and handling problems (problem solving), and public involvement to evaluate occurring changes (Adi, 2007: 27).

Three main reasons why the society participation is a very important element in a development plan or development are (Conyers, 1991: 154-155):

a. Society participation is a tool to obtain information about conditions, needs, and attitudes of local people. Otherwise, the implementation of development programs is not optimal.

b. Public will trust the development program more if they also involve in each stage or process starting from planning, implementing, controlling and monitoring. Thus, they will know more about the program details and will have a sense of program ownership.

c. It is a civil right when people are involved in development. They have the right to participate in determining and planning the type of development which will be carried out in their area.

Suswantoro (2004: 85) categorized the society participation in implementing tourism development into two as follows:

a. Active participation, namely the role or support of society which is carried out directly, both individually and collectively. It intentionally helps the government program with initiatives and creations to engage in tourism development activities by fostering a sense of belonging.

b. Passive participation, namely the indirect role or support of society. People tend to simply carry out orders and support the conservation preservation of natural resources. The arising awareness does not to carry out activities which can disturb or damage the natural
The participation of local people around the area of tourist attractions can also be in the form of a business or service trade both inside and outside the tourist attraction. It can be in the form of services providing lodging services (homestay), providing food and beverages (shops, stalls, or restaurants), providing souvenirs for local souvenirs (souvenir shops), tour guide or tour leader services, photography services, and being employees of a natural tourism company/entrepreneur.

**Mentorship**
Counseling as a science is the study of human behavior toward a better form. The human behavior can change or be changed so that one wants to leave old habits and replace them with new behaviors resulting in better life quality (Slamet, 1993). In a practical sense, counseling is an education system outside of school (non-formal) for farm families, where they learn to know, want, and be able to solve the problems well, so that it can be profitable and satisfying (Wiraatmadja, 1985).

Mentorship is an action taken by a facilitator or community facilitator in order to carry out the predetermined program. The facilitator’s roles in mentoring are motivator, mobilizer, and catalyst. Meanwhile, the society is an object acting as an agent in the mentorship program implementation. Mentorship is a strategy commonly used by governments and non-profit institutions as an effort to improve the quality of human resources, so that people can identify themselves as part of existing problems and strive to find alternative solutions to the encountered problems. The ability of human resources is strongly influenced by their empowerment. Therefore, empowerment activities are required in each mentoring activity. Suharto (2005) outlined that mentoring is a strategy which will determine the success of people empowerment program. Also, Payne’s (1986) quote said that mentoring is a strategy which prioritizes "to make the best of the client’s resources".

**RESEARCH METHOD**

The research type of this study was descriptive with qualitative approach. The data sources were primary data obtained from interviews with the Department of Tourism Culture of Youth and Sports (Disparbudpora), Malang Regency, especially those related to the development of tourist destinations in Gunungronggo Village, Tourism Awareness Group (Pokdarwis), public figures, local people or tourism business practitioners in Gunungronggo Village, and direct observation in the field.

**DISCUSSION**

**Pre-Mentoring Conditions**
Based on the occurring phenomena in the field related to the process of increasing the community role or participation in tourism development, and before the counseling or mentorship, they still tended to wait and be passive. It was due to age, experience and knowledge triggering them not to be involved. However, there were also self-motivated people in Gunungronggo Village to take an active role in the tourism development. Unfortunately, those who played an active role prefer to move themselves (selfishly), had less
cooperation with other people, and tended to monopolize the tourism service business.

The passive participation of local people only followed superiors’ order (in this case Disbudparpora and Pokdarwis). They were involved in the meeting as directed by public figures of Gunungronggo Village, but they did not have courage to speak out or give their opinions related to the development. Local people here also tended to rely on groups, namely Pokdarwis. Their passive participation was also due to the lack of knowledge and experience about tourism activities as well as low motivation to make a good contribution in tourism activities.

Based on the occurring phenomena in the field, it can be explained that things which prevented some locals from participating in the tourism development were due to lack of socialization and they were still unacquainted with the sustainable development of tourism from their superiors, as well as the lack of support from the Village Head which should act as a coordinator. Lacking the ongoing socialization sometimes causes some locals (especially the inexperienced elderly) confused about what should be done to contribute to tourism development activities. Furthermore, it hampered them to get involved in tourism activities due to their lack of knowledge about tourism development. Second, there were structural limitations namely the lacks of expertise, appropriate regulations, trained human resources, and funding resources.

Structural limitations also appeared due to the age factor (average 50 years and older), and the lack of experience. Also, the local people lived in remote areas, and a low level of community knowledge was unfamiliar with changes which began to occur related to development. Their lack of motivation and inexperience in terms of the development contribution can provide a large opportunities of a good income source for people outside the village. For example, the active role of various people from outside the village could create tour packages which were offered through electronic media or WOM (Word of Mouth) (in this case the travel agency). However, the local people did not realize that actually they were only supporting facilities for the main actors (travel agents) who were able to promote the village and obtained greater economic benefits from the local people. It caused the economic growth in the village had not increased significantly. Besides, there were many other factors causing locals not to be dominantly involved in the tourism development. Third, there were cultural limitations (limited capacity in poor people, apathy and low level of awareness in local communities). In this case, the locals were also lack of self-motivation. However, there were also some people who understand and were actually aware enough to get involved after the socialization was carried out. Unfortunately, they prefer to leave it solely to Pokdarwis (as adolescents considered capable of development).

Based on the field results, they showed that locals’ participation in the tourism development was still very supportive since some people were motivated to change their small island to be an Object of Tourist Destinations (ODTW) which is quite attractive to tourists. Thus, there was a well economic turnaround for the development. The tourism development was also a factor which triggered some people to improve their life quality. Basically, what triggered some locals to participate in the development was due to their basic needs which were expected to improve economic conditions. Yet, locals’ participation, which was the driving factor for contributing to the extent of supporters, had not been able to play a role as the main actor to obtain economic benefits with significant growth. Based on this motivation, people were encouraged to contribute in every tourism activity.
In addition, there was also a concern which encouraged people to be active with the development of tourism activities, so that the environment got better preservation. In line with the basic needs as the driving factors for them to participate in development, the locals also had expectation when their village would be developed. At least they expected that the village could be a more developed island in regard to the fulfillment of facilities, infrastructure to support the needs of people as well as tourists. In details, it is expected to have a supply of clean water, electricity, educational facilities for local children, more adequate health facilities, and other supporting facilities which make the lives of local people more prosperous.

Post Mentoring Conditions
Mainly with the mentorship toward the role of tourism awareness by academics for the Gunungronggo Village people, there have been many transformations. The concept of Sapta Pesona given as the basic knowledge for welcoming guests was carried out. Such condition was reflected by the people who voluntarily cooperated to incessantly improve and refurbish their villages so that more tourists would visit and feel comfortable to stay.

Another adjustment was that there had been collaboration among locals to develop tourism (there was no individual activities anymore, because finally they said they wanted to be coordinated by Pokdarwis in tourism activities). In addition, the locals also had a self-initiation to carry out tourism support activities which actually brought opportunities to increase the income from the financial aspect. For example, some local set up stalls, homestays and souvenirs for tourists).

CONCLUSION

Non-optimal roles of local residents regarding the tourism activities in Gunungronggo Village are due to several reasons. Locals’ participation in Gunungronggo Village is within the process of increasing the role or active participation where the planning, implementation, monitoring and evaluation stages are still being carried out or relying on Pokdarwis and Disbudparpora. As for the remaining of locals, they are still more likely to be indifferent. However, when the mentorship started, the locals’ active participation to contribute to the tourism development is demonstrated through the provision of tourist needs (such as food and beverage stalls, public toilets, small mosques, homestays, and small tourist attractions). Today, the locals have been actively participating in mutual cooperation activities for the construction/maintenance of facilities, and making programs or planning tourism activities in Gunungronggo Village.

Suggestions
a. The presence of counseling and mentorship has indeed recognized to have positive impacts on the emergence of local residents’ Tourism Awareness so that eventually they want to be involved in and concern tourism activities. Therefore, counseling and mentorship shold not stop halfway. The mentorship in other fields of knowledge is also still required by the locals so that they are more productive in contributing to tourism development activities. Providing optimal and responsible direction (socialization) to all levels of local residents to boost their motivation in the contribution of tourism development in Gunungronggo Village must also be included in these activities. The socialization can be performed by cooperation or good relation establishment with Pokdarwis in order to be able to encourage the locals’ active role
participation. This socialization can also be done in collaboration with *Disbudparpora* to provide training specifically related to the development.

b. Trainings related to the development of human resources (HR) quality to enhance an expertise to all levels of society are provided. They can be achieved in stages through collaboration with *Pokdarwis* to provide guidance for locals so that they will have more creative and rational thinking towards the tourism development. One of the feasible trainings is to form a community group to make souvenirs, and to educate locals to be the main actors in tourism activities.

**REFERENCES**


