

## Handling of Domestic Tourists by Tour Guides at Cv. Wali Wali Makassar

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### Abstract

The number of tourists in Indonesia has increased rapidly, and one of the key factors contributing to this is the demand for tour package trips. Domestic tourists are one of the market segments that generate revenue for travel agencies. With this high demand, travel agencies must ensure that domestic tourists are handled properly by tour guides. Therefore, this study aims to (1) understand the preparations for tourist trips by CV. Wali Wali Makassar and (2) identify the qualifications of the tour guides at CV. Wali Wali Makassar. This research uses a qualitative approach. The researcher collected data using direct interviews with key informants and through a literature review. Data analysis was conducted by gathering, managing, analyzing, presenting data, and drawing conclusions descriptively from the primary data obtained through interviews and direct documentation from the operational staff at CV. Wali Wali Makassar's tour package office. Secondary data sources consisted of documents and written reports obtained from parties that supported the primary data related to the research topic. Conclusions were drawn based on reduced data from the informants. The results of this research indicate that (1) the preparation for tourist trips conducted by CV. Wali Wali Makassar is not yet optimal and faces several challenges. The main challenge that needs attention is the lack of safety equipment during emergencies, such as the absence of a first aid kit at CV. Wali Wali Makassar. (2) The qualifications of the tour guides used in the tour packages at CV. Wali Wali Makassar are not yet fully met, even though the company pays attention to various important factors to ensure proper tourist handling based on the established standard operating procedures. The lack of adequate tour guide qualifications has become an obstacle in executing tour packages. These factors need to be addressed to ensure optimal handling of tourists based on the standard operating procedures set by CV. Wali Wali Makassar.

**Keywords:** Tourist guide, qualification, cv. wali wali Makassar

## 1. INTRODUCTION

Tourism has developed to become the second-largest contributor of foreign exchange for Indonesia after oil and gas. Natural and cultural wealth serve as the main attractions for both domestic and international tourists. According to the website [www.kemenpar.go.id](http://www.kemenpar.go.id) (2019), the number of foreign tourist visits to Indonesia in August 2019 amounted to 1,555,436, an increase of 2.94% compared to the same period in August 2018. This has led many tourism service providers, including travel companies, to create various types of tour packages to attract domestic and international tourists to visit Indonesia.

There are several supporting components in the tourism service industry, such as airlines, accommodations, travel agencies, transportation, and tourist attractions, which support each other to boost the growth of the number of tourist arrivals to visit tourist destinations (Lumanauw, 2020). In reality, all of these supporting components are combined into a tour package. The tour package itself is a collection of trips that have been fully arranged with various facilities provided (Lumanauw, 2020; Oktapiah & Hasti, 2020). With the various components it possesses, a tour package becomes one of the main products of a Travel Bureau. The offered tour packages can be short, such as Half Day Tours and Full Day Tours, or long packages lasting up to a week or even more, with various

types of tours available, such as nature, cultural, historical, man-made tours, or even a combination of these different types of tours.

CV. Wali Wali Makassar is one of the travel companies that creates, sells, and implements tour packages as well as provides tour guiding services. The tour package journey is generally guided by a tour guide (Pramuwisata). A tour guide is one of the essential elements in carrying out a tour package. A tour guide, also commonly known as a "pemandu wisata," is a person responsible for providing direct services to tourists in the form of information, guidance, and instructions about the attractions or destinations being visited.(Soraya et al., 2021) Tour guide needs to have adequate qualifications, with both theoretical and practical understanding of providing services to tourists, as the tour guide is the person who interacts directly with tourists, thereby influencing their satisfaction during the trip(Lewier et al., 2021; Soraya et al., 2021). The process of service provided by a tour guide to tourists is also referred to as "tour handling."

The handling of tourists by a tour guide can be carried out in various locations and situations, one of which is when tourists visit tourist attractions that are part of the itinerary. Tourist handling can include providing information about a destination or tourist attraction being visited, or even carrying the tourists' belongings. The information provided by the tour guide is delivered during the tour, either on board or on the spot. The information conveyed by the tour guide will influence a tourist's mindset or perception of a destination or tourist attraction. The image of a region or country depends on the information conveyed by the tour guide. The handling by the tour guide affects the level of tourist satisfaction, which also influences the tourists' desire to return to a particular tourist destination(Wisataone et al., 2022). However, in the implementation of travel tours, the preparation of tours conducted by CV. Wali Wali Makassar has not been optimal due to several factors that have not been met by the travel company, which affect the smoothness of the tours conducted.

In addition, in the handling of tourists conducted by the tour guides, there are often complaints from guests receiving the tour guide services from CV. Wali Wali Makassar. In practice, some tour guides do not show a good level of care towards the guests. Some tour guides pay little attention to the guests' belongings which are their responsibility and rely more on the tour leader for those tasks. Some tour guides also only fulfill their role as information providers during the tour, whether on board or the spot. Additionally, some tour guides lack concern for the needs and health of the guests at CV. Wali Wali Makassar.

In tourism activities, be prepared to ensure that the travel journey can be carried out successfully. One important supporting factor is the travel agenda or itinerary. An itinerary is a list of tourist destinations to be visited along with their visiting times (Wardhana et al., 2021). The existence of an itinerary aims to both tourists and tour guides in the implementation of travel tours. In more detail, the itinerary includes a list of destinations to be visited, a daily schedule, tourist accommodations, transportation to be used, the budget to be spent, and even weather conditions(Asmara et al., 2019).

In addition to the coverage included in the itinerary, travel preparations must also be made by ensuring the availability of all elements within the itinerary. By ensuring that all itinerary elements are in place, the implementation of travel tours can be more realistic. The realism referred to in the itinerary means considering travel time to avoid rushing because of trying to cover too many tourist attractions. (Wardhana et al., 2021).

A tour guide is a person who is paid to accompany tourists during their journey, visiting and observing various attractions while providing information about the tourist sites and offering other assistance that tourists may need, which constitutes the scope of work of a tour guide throughout the travel experience(Muhajir, 2017). A tour guide is a person who takes tourists to visit predetermined sites within a specified timeframe(Ayu Hendrawathy, et al, 2018). From the perspective of tourists, a tour guide is someone who works at a travel agency or a tourism office, responsible for providing information and guidance directly to tourists before and during the trip.

The main task of a tour guide is to guide tourists based on the established itinerary. However, in tourism activities, the tour guide is also responsible for picking up tourists, providing meeting services, arranging hotel transfers if included in the itinerary, and coordinating the tourists' check-out schedule from the hotel(Ikasari & Farida, 2017). A tour guide must have good interpersonal

communication skills because they interact directly with tourists face-to-face. (Komunikasi et al., 2024).

Tour guides are divided into various qualifications, which can be classified based on their place of work (Mancini, 2017). A local tour guide is a guide who manages a tour for one or several hours in a specific location, at a tourist attraction, or in a limited area, such as a historical building, museum, amusement park, factory, or scientific research center. A city guide is a tour guide responsible for taking tourists around and providing information about the main tourist attractions in a city, usually conducted on a bus or other vehicle. A city guide who also serves as the driver is referred to as a sightseeing guide.

## 2. RESEARCH METHODOLOGY

In this study, the approach used is qualitative. Qualitative research generates data in the form of words, sentences, and paragraphs whose meanings are related to each other (Abdul Fatah, 2023). The qualitative approach aims to understand, uncover the meaning behind the data, and seek the truth. The purpose of qualitative research is to understand the phenomenon as perceived by the research subjects, such as behavior, perception, motivation, and actions, holistically, using descriptions in the form of words and language in a specific natural context, and utilizing various scientific methods.

In qualitative research, hypotheses are developed from field data by researchers using existing theories to justify the findings, generating new ideas based on evidence. In qualitative research, the writing involves experiences encountered by the researcher during the research period, using several techniques such as content analysis, thematic analysis, or discourse analysis (Heriyanto, 2018).

## 3. FINDINGS AND DISCUSSION

### 3.1 History of CV. Wali Wali Makassar

CV. Wali Wali Makassar began operations on January 6, 2014, based on its establishment deed. As part of the tourism and travel business unit, it has obtained a license as a travel company and is always ready to serve tourist requests for travel services in Makassar City and its surrounding areas. This tourism company operates under the brand name "Warung Tiket" for its market brand. CV. Wali Wali Makassar strives to become a credible and trustworthy travel company by adhering to good business management principles. It is located in a strategic and easily accessible area.

Company Vision :

- a. To establish a company in the travel and tourism agency sector as the top choice for both domestic and international communities.
- b. To offer affordable and competitive product prices, supported by excellent service and experienced, reliable human resources.



Figure 1. Company Profile

Company Name: CV. Wali Wali Makassar (Warung Tiket Makassar)  
Operational Manager Name: Ida Wati Salam SE, MM

Address: Jl. Abd Dg Sirua No. 25 Makassar

Phone Number: 0411-443555

Email: w\_tiket@yahoo.com

Website: <http://warungtiket.co.id>

CV. Wali Wali Makassar, also known as Warung Tiket Makassar, is a travel and tourism company located at Jl. Abd Dg Sirua No. 25, Makassar. Led by Operational Manager Ida Wati Salam SE, MM, the company provides a range of services, including tour arrangements and ticketing. With a focus on customer satisfaction, CV. Wali Wali Makassar aims to offer seamless travel experiences. For inquiries, they can be reached by phone at 0411-443555 or via email at w\_tiket@yahoo.com. More information is available on their website at <http://warungtiket.co.id>.

### 3.2 Handling Domestic Tourist in CV. Wali Wali Makassar

Data and information were obtained from interview techniques conducted with Haerumi Caparullah, the director of tour departement of CV Wali Wali Makassar on CV Wali Wali Makassar office. In the first interview, the topic was the qualification our tour guide in CV. Wali Wali Makassar.

#### 3.2.1 Preparation for tour activities in CV. Wali Wali Makassar

The preparations for the execution of the trip that are conducted before the tourist journey takes place include several aspects as follows:

##### a. Flight ticket reservation

The process of issuing airline tickets is carried out the day after the guests provide a deposit to CV. Wali Wali Makassar to anticipate any errors in the issuance process and ensure that all participants in the tour receive seats according to the agreement.

From the interview results, it can be concluded that the airline ticket reservations made by CV. Wali Wali Makassar depend on the payment of the travel expenses by the participants. The reservation process will be delayed if the payment for the travel expenses is late. If payment is received 4 days before the trip, the reservation can only be made 4 days before the execution of the tour.

However, the preparations made by CV. Wali Wali Makassar do not align with existing theories, as late payments can delay the issuance of airline tickets.

##### b. Accommodation reservation

The accommodation booking process at CV. Wali Wali Makassar is carried out by adjusting the type of accommodation to be used based on agreements made regarding the rating prior to the execution of the tour. Accommodation reservations at CV. Wali Wali Makassar are tailored to the requests of the tourists or the contents of the itinerary that has been proposed and approved by the participants of the tour.

CV. Wali Wali Makassar has carried out preparations in accordance with theoretical foundations by making accommodation reservations based on agreements with the tourists.

##### c. Transportation reservation

Transportation reservations on CV. The Wali Wali Makassar is carried out by adjusting the number of tour participants and also the number of tour leaders and tour guides who will participate in a tourist trip.

CV. Wali Wali Makassar has carried out the transportation reservation process in accordance with the theoretical foundation above about transportation reservations by referring to the number of tour participants, the number of tour leaders who will participate, and also tour guides who are in charge of the tourist trip so as to provide comfort to tourists.

##### d. Tour guide reservation

The tour guide reservation process is carried out based on recommendations received from fellow tourism business people. CV. Wali Wali Makassar does not make tour guide reservations directly to the organization authorized for tour guides in the local area, in this case the local Indonesian Tourist Association. Based on the above statement, it can be concluded that CV. The Wali Wali Makassar does not make reservations in accordance with the theory that has been explained above about the reservation of tour guides in preparation for tourist trips.

e. Restaurant reservation

CV. Wali Wali Makassar makes restaurant reservations based on suggestions from tour guides who will be on duty. Restaurant reservations will be reviewed the day before the visit to the intended restaurant by taking into account several things that happen in the field.

This restaurant reservation will go well if CV. The Makassar Wali Wali is less effective if there are obstacles in the tour guide reservation where restaurant reservations cannot be made if they have not reached an agreement on the tour guide reservation process.

CV. Wali Wali Makassar has not made a restaurant reservation in accordance with the above theoretical basis about restaurant reservations which should have been determined a week before the implementation of the tour took place in accordance with the results of the agreement regarding the tour trip that will be carried out by the participants.

f. Language tag printing

The recording of the song tag is done by CV. Wali Wali Makassar to mark guests' luggage to avoid unwanted incidents such as lost or exchanged items.

CV. Wali Wali Makassar has made travel preparations in terms of preparing song tags in accordance with the theory mentioned above.

g. Banner printing

CV. Wali Wali Makassar prepares banners for tourist trips carried out in groups. The sapnduk will be used every time to take a group photo at each tourist attraction visited on the tourist trip that is carried out. CV. Wali Wali Makassar has made preparations for tourist trips regarding the printing of banners needed for group tours in accordance with the existing theoretical basis regarding the preparation of tourist trips.

h. Equipment preparation

Documentation equipment prepared on CV. The Wali Wali Makassar during the tour trip was 1 camera and also one drone. 1 camera will usually be used by a tour leader and also 1 drone will be used by another tour leader if there are 2 tour leaders participating in the tour.

If only one *tour leader* is assigned on a tourist trip, then CV. The Wali Wali Makassar only provides 1 digital camera as a tool for documentation for tour participants.

Preparation of documentation equipment on CV. The Wali Wali Makassar has been carried out in accordance with the theoretical foundation mentioned above by providing at least 1 digital camera as documentation equipment on a tourist trip carried out.

Based on the results of the analysis mentioned above, it can be concluded that the preparation of the tourist trip carried out on CV. The Wali Wali Makassar has not fully fulfilled the theoretical foundation mentioned above. The absence of the provision of p3k boxes in preparation for the first handling of the health and safety of participants and also Id Cards as identification for tourist trip participants.

i. Obstacle in preparation

Based on the results of the interview above, the obstacle faced is the availability of air tickets. Some tourist trips only reached an agreement a few days before the implementation of the tourist trip took place, which required a CV. The Wali Wali Makassar acted quickly in the process of *issuing* air tickets to get the availability of air tickets based on the price that has been set on the agreed tour package. In dealing with the obstacles faced, CV. The Wali Wali Makassar conducted a review of the tour packages offered based on the season during the implementation of the tourist trip.

j. Length of preparation

Based on the results of the interview above, the length of preparation time carried out on CV. Wali Wali Makassar is based on the type of tourist trip that will be carried out. Preparations will begin the day after the receipt of the certificate from the tour participants. Preparation for the implementation of tourist trips on CV. The Makassar Wali Wali must be completed one week before the implementation of the tourist trip is carried out to anticipate any mistakes before the implementation of the tourist trip takes place. The preparations made on CV. The Wali Wali Makassar has been in accordance with the theoretical foundation above regarding the preparation of tourist trips. However, the preparation for the tourist trip will experience obstacles if there is a delay

in payment by the tourist travel operator which also results in late preparations made and also a short period of time resulting in less than optimal preparation.

k. Division

Based on the results of the interview above, all divisions in CV. The Wali Wali Makassar are responsible and in charge of preparing for the implementation of the tourist trip that will be carried out. The tour division is responsible for preparing everything related to the itinerary, ensuring a smooth and well-organized travel plan. The ticketing division handles the booking and issuing of airline tickets, accommodation, and other modes of transportation to ensure all logistics are in place. Meanwhile, the accounting division manages the financial aspects, overseeing budgeting and financial transactions related to the trip.

The finance division is tasked with calculating the right amount to fit the required *budget* and ensuring CV. The Wali Wali Makassar benefited. Every tour trip carried out at a travel company needs to be well prepared based on the agreement and also the itinerary that has been approved with the participants of the tour trip. From the series of analyses from each of the points above, CV. The Wali Wali Makassar has not fully prepared for the tourist trip in accordance with the above theory about the preparation of the tourist trip. The tourist trips that have been carried out have not been optimal by not preparing p3k boxes and *Id Cards* for participants. The process of agreement with guests is also an obstacle to optimal travel preparation in accordance with the preparation deadline on the CV. Wali Wali Makassar.

3.2.2 *Qualification for tour guide in CV. Wali Wali Makassar*

Flight attendants are one of the important factors in handling tourists. The handling of tourists by tour guides will determine the existence of the tour company itself. Therefore, CV. Wali Wali Makassar requires good tour guide qualifications in carrying out their duties and responsibilities as tour guides.

CV. Wali Wali Makassar selects tour guides based on recommendations from actors in other tourism businesses such as travel companies, bus rental service providers, and accommodation service providers. One of the requirements to become a tour guide on CV. Wali Wali Makassar is to have good knowledge about the area and also mastery of the tourist attractions to be visited. However, based on figure 1 regarding the tour guide data that has been used on CV. Wali Wali Makassar, the youngest tour guide who has been used is a high school graduate and with at least 1 year of experience.

From the statement mentioned above, it can be concluded that CV. Wali Wali Makassar does not have special criteria for tour guides who will be assigned as tour guides on tourist trips that have been carried out. CV. Wali Wali Makassar chooses tour guides based on recommendations from travel business people. The main criterion is to have a *license* as a tour guide. But indirectly, the tour guides that have been used by CV. The Makassar Wali based on the recommendation has a minimum of 1 year of experience.

Tour guide reservations on CV. Wali Wali Makassar can be said to be the optimal reservation if the tour guide suggested by other tour companies is a tour guide who has good abilities and is in accordance with what is needed for the realization of optimal tourism handling. Some of the desired abilities are to have a good level of concern for luggage and also the health of tourists (k3). However, there are obstacles in handling tourists on CV. Wali Wali Makassar, namely local tour guides who do not have a good level of concern for tourists in carrying out their duties. The tour guides, who are at the forefront, must pay more attention to the needs and needs of tourists, especially the health of tourists (K3) and also the luggage of tourists.

Based on the statement mentioned above, the tour guide on CV. The Wali Wali Makassar has not carried out duties and responsibilities based on the theoretical basis regarding the duties and responsibilities of tour guides, because the tour guides who have been used do not care about the luggage of guests who have become part of the handlers that should be given and also lack of concern for the health of tour participants so that the handling of tourists carried out by tour guides on CV. The Wali Wali Makassar is not optimal.

#### 4. CONCLUSION

Based on the results of the discussion in the previous chapter, it can be concluded as follows: CV. Wali Wali Makassar has made preparations for a tourist trip, but these preparations are not optimal in all aspects that need to be considered. Two important factors were overlooked in the preparation process: the provision of first aid kits (P3K) for safety and health purposes, and the lack of ID cards for tourists as a form of identification. Furthermore, CV. Wali Wali Makassar does not have special qualifications for tour guide reservations. The tour guides on duty show little concern for the health of tourists and do not pay attention to the handling of tourists' luggage, which results in suboptimal tourist care during the trip.

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