

DEVELOPMENT OF WALLAGRI TOURISM DESTINATION BASED ON COMMUNITY EMPOWERMENT THROUGH ENGLISH LANGUAGE TRAINING AND TOURISM PACKAGING

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Abstract

This Community Service Program aims to develop Kampung Wallagri as a tourism destination based on community empowerment through English language training and tourism packaging. Kampung Wallagri has rich cultural and natural tourism potential but has not been optimized in attracting international tourists due to the community's limited ability to communicate in English and package tourism products effectively. The program is implemented using a participatory method, including planning, implementation, evaluation, and mentoring stages. The training covers basic English communication for tourism, guiding techniques, and tourism packaging, conducted through lectures, discussions, drills, and role-playing. The program results show an improvement in the community's English communication skills and tourism product presentation, which is expected to enhance the tourist experience and local income. The program's outputs include increased community competence, scientific article publications, and a sustainable development plan supported by various stakeholders within the pentahelix framework. This program strengthens collaboration between academia, government, and the community to build sustainable and inclusive tourism.

Keywords: Community-Based Tourism, Tourism Destination Development, English Training for Tourism, Tourism Product Packaging, Sustainable Tourism Empowerment

INTRODUCTION

Indonesia is a country full of diversity and uniqueness. Every region, village, or city has its own distinct characteristics, attracting tourists to visit tourism villages or tourism kampungs.

A tourism kampung is an integration of attractions, accommodations, and supporting facilities presented within a community structure where groups of tourists can stay or be close to the traditional environment to learn about the local way of life (Isotoc, 2012). The importance of tourism activities based on tourism villages/kampungs aims to improve the socio-economic conditions of the local community. The "Wave Effect" is used as a strategy in developing tourism villages/kampungs to stimulate the local economy through cultural-based initiatives. One effort in implementing the wave effect in tourism village development is the preservation of intangible and tangible cultural heritage, which is expected to enhance the village's tourism

appeal (Isotoc, 2012).

In response to this, the Bandung City Government initiated the creation of tourism kampungs as part of its tourism sector development. One of the well-known tourism kampungs in Bandung is Kampung Wallagri.

Wallagri is an acronym for "Wana dan Lingkungan Lestari Gemah Ripah Negeri," which means that the pinnacle of human health is the ability to utilize physical health, heart, mind, and tangible work both individually and collectively through spatial planning, community empowerment, and the preservation of local nature and culture. Timothy and Tosun (2003) emphasize that community participation is a key element in the development of sustainable tourism destinations. Kampung Wallagri was established on August 5, 2005. The term "Walagri" itself means holistic well-being, covering:

1. Physical health (Walagri Diri)
2. Emotional well-being (Walagri Ati)
3. Social behavior health (Walagri Asih)
4. Environmental health (Walagri Asri)
5. Economic stability (Walagri Mandiri)

These levels of well-being aim to achieve the dignity of divine humanity. Kampung Wallagri envisions itself as a collaborative community, a network of environmental and cultural conservationists, and a developer of the Sunda Polis Bandung Timur region.

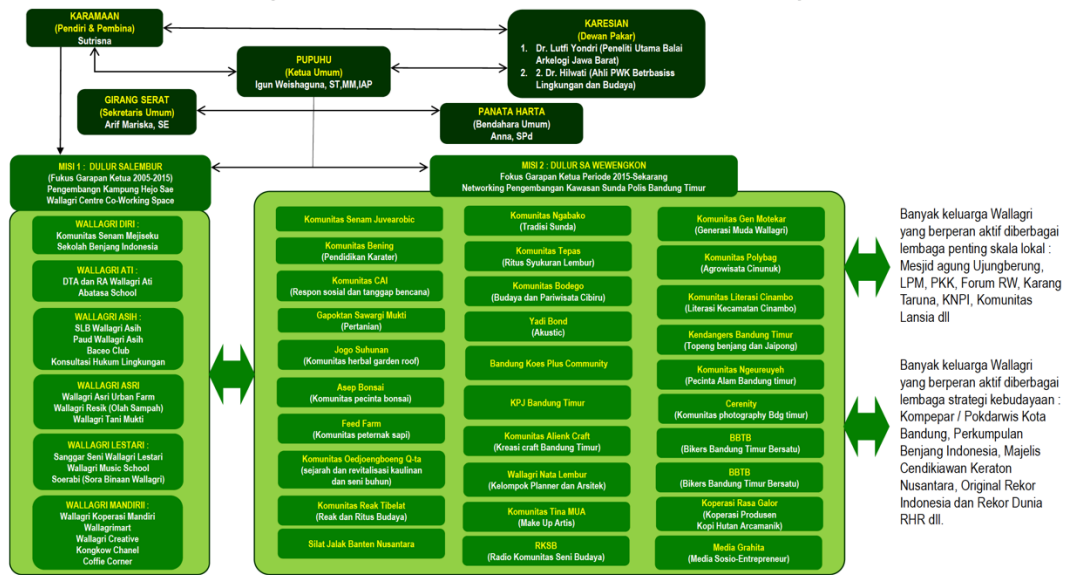
Additionally, Kampung Wallagri is rich in cultural heritage and history. The natural beauty and traditional cultural activities are well preserved by the local residents. Kampung Wallagri has grown significantly, becoming a unique attraction for both local and international visitors. It has even been visited by students from 17 different countries.

Moreover, Kampung Wallagri has received numerous accolades, including:

- 1st place in the Bandung City Model Urban Farming Kampung competition in 2012
- 1st place in the Lembur Tohaga Lodaya competition at the Ujungberung sub-district level
- 3rd place in the Lembur Tohaga Lodaya Environmental Resilience competition at the Bandung City level in 2020

Below is a map of activities and organizations present in Kampung Wallagri.

**STRUKTUR ORGANISASI WALLAGRI
(SIMPUL JARINGAN KOMUNITAS BANDUNG TIMUR)**



Banyak keluarga Wallagri yang berperan aktif diberbagai lembaga penting skala lokal : Mesjid agung Ujungberung, LPM, PKK, Forum RW, Karang Taruna, KNPI, Komunitas Lansia dll

Banyak keluarga Wallagri yang berperan aktif diberbagai lembaga strategi kebudayaan : Kompepar / Pokdarwis Kota Bandung, Perkumpulan Benjang Indonesia, Majelis Cendekiawan Keraton Nusanantara, Original Rekor Indonesia dan Rekor Dunia RHR dll.

Its development, of course, cannot be separated from the support and collaboration of academics, businesses, communities, government, and government-affiliated media, which are integrated within the pentahelix concept (Regulation of the Minister of Tourism of the Republic of Indonesia No. 14 of 2016).[3] Support from various elements is expected to enhance the success of the government’s agenda in developing community-based tourism. Therefore, it is necessary to have a community that is aware of tourism, often referred to as the Tourism Awareness Group (Pokdarwis). The active participation of the community is crucial, as they serve as both the front line and key players in tourism. Hence, it is the villagers themselves who must first be empowered to enhance the bargaining power and competitiveness of tourism villages as leading domestic tourism products (Noor, 2019).[4]

However, behind its charm and vibrancy, we have identified a crucial challenge: the lack of communication and English language skills, as well as tourism packaging among the Pokdarwis in Kampung Wallagri. Furthermore, according to Isotoc (2012), three key elements must be considered in developing a tourism village: primary elements, secondary elements, and additional elements. Primary Elements refer to the fundamental components of cultural tourism, which are divided into two categories: Activity Places and Leisure Settings. Activity Places include cultural facilities such as museums, galleries, performance spaces, and workshop areas, as well as heritage facilities encompassing both tangible and intangible cultural heritage. Leisure Settings consist of physical structures such as historical street patterns, buildings with unique attractions, monuments, and green areas, as well as socio-cultural features, including the livability of the area, language, local values, and relationships among residents.

Jl. Prof. Dr. Sutami No.81-83, Sukarasa, Kec. Sukasari, Kota Bandung, Jawa Barat 40163 Secondary Elements comprise supporting facilities for both residents and tourists, such as markets, local shops/kiosks, dining services, and accommodation. Additional Elements refer to tertiary supporting facilities in cultural areas, including accessibility facilities, transportation and parking infrastructure, and tourist information centers.

To address this challenge, we have designed a community service program aimed at enhancing English language proficiency and tourism packaging skills for the residents of Kampung Wallagri. This program will not only improve the tourist experience but also boost the

local community's income. The training materials will cover tourism English and tourism packaging. The training will be conducted using various methods, including lectures, discussions, drilling, and role-playing, with a participatory approach. We believe that this approach will make it easier for participants to understand and apply their newly acquired knowledge.

IMPLEMENTATION METHOD

This service activity uses the method of transferring knowledge in theory and training carried out with practice, where the stages are as follows:

Diagram 1 Mentoring methods



Source: Author's Preparations 2023

Planning Activity

The activities carried out at this stage include:

- a. Conducting a field survey
- b. Gathering training participants
- c. Establishing a cooperation agreement with the Tourism Awareness Group (Pokdarwis) of Kampung Wallagri as a partner
- d. Preparing proposals and completing administrative processes, including obtaining permits for community service locations
- e. Developing an English training module for Kampung Wallagri residents in collaboration with experts from the Indonesian Tourist Guide Association (HPI) and competent lecturers as resource persons
- f. Scheduling the training activities

Implementation Activity

The training aims to build residents' confidence in providing tourism services in English by explaining attractions and experiences available in the village. Participants will receive theoretical training on English tour guiding techniques, including supporting aspects of the guiding process. They will then practice these techniques in real-life scenarios using a "role-play" system, where academics act as tourists while training participants take turns as tour

guides.

The training methods include lecturing, drilling, questioning, and practicing individual performance or paired roleplay, all using a participatory approach.

1. Lecturing: Lecturers provide explanations about key topics, techniques, and evaluation criteria.
2. Drilling: Participants engage in group exercises to reinforce the material, including creating short dialogues based on given examples.
3. Questioning: Participants ask questions to clarify unclear concepts, allowing for deeper understanding.
4. Practicing: Participants work in pairs or groups to perform guided dialogues and create their own dialogues based on real situations. Lecturers observe and provide feedback on their use of expressions and vocabulary.

The training will take place after all planning and preparations are finalized and approved by all stakeholders. It will be conducted in Kampung Wallagri, with a structured schedule in a designated training area. The training materials include:

- 1) Basic conversational English for tour guides
- 2) Tourism packaging techniques

The communication training focuses on using tourism-related vocabulary to enhance both comprehension and production skills (Nurgiyantoro, 2009), ensuring participants can effectively communicate with tourists. The English training emphasizes **speaking skills and vocabulary mastery**, tailored to the participants' needs in guiding, improving, and measuring their English proficiency.

Evaluation

Evaluation is conducted to assess several aspects that support decision-making for program improvement, including:

- 1) Reviewing the progress of the implemented programs
- 2) Identifying existing challenges
- 3) Developing solutions to overcome challenges
- 4) Measuring participants' achievements

The assessment of participants' achievements focuses on their ability to provide guided tours for visitors to Kampung Rajut.

Coaching and Assistance

The next phase involves community coaching and development to ensure the sustainability of the program. Long-term efforts include:

- Forming a tour guide group integrated into the Tourist Information Center (TIC)
- Providing consultation services for any tourism-related language or guiding issues through both in-person visits and online support
- Preparing participants for training programs leading to official tour guide licenses and competency certifications

The ultimate goal is to establish an independent community in Kampung Wallagri. Adiyoso (2009) emphasizes that community participation is the most crucial component in fostering

self-reliance and empowerment.

RESULTS

Result of Training Program

The training program conducted in Kampung Wallagri has yielded several positive outcomes that contribute to the improvement of community-based tourism service quality. Based on the evaluation results obtained through pre-tests and post-tests, interviews, and direct observations, the following are the outcomes of this activity:

1. Improved English Communication Skills Among Community Members

One of the primary objectives of this program was to enhance the English communication skills of Kampung Wallagri residents, particularly members of the Tourism Awareness Group (Pokdarwis). The training sessions, which included lectures, drills, discussions, and role-playing, effectively increased participants' confidence and ability to communicate with international tourists. Burns and Novelli (2008) argue that ongoing training can increase the capacity of local communities to face international tourism challenges.

Pre-training assessments showed that most participants had limited English proficiency, particularly in speaking and comprehension. However, post-training evaluations indicated a significant improvement in their ability to use tourism-related vocabulary, form basic conversational phrases, and guide visitors effectively. The role-play activities, where participants practiced guiding simulated tourists, proved to be particularly beneficial in building fluency and confidence.

2. Enhanced Tourism Packaging and Product Development

Another key aspect of the training was improving tourism packaging skills. Before the program, many residents lacked structured strategies for promoting and presenting local attractions. Through the training, participants learned techniques for designing tour packages, incorporating storytelling elements, and emphasizing unique cultural and natural assets.

As a result, community members developed structured itineraries that highlighted Kampung Wallagri's cultural performances, traditional crafts, eco-tourism activities, and culinary experiences. These improvements have made local tourism offerings more attractive and marketable, increasing their potential to draw both domestic and international visitors.

3. Increased Community Engagement and Collaboration

The participatory nature of this program fostered stronger engagement and collaboration within the community. Participants worked closely with trainers, local stakeholders, and tourism experts, fostering a sense of ownership and shared responsibility for the village's tourism development. Choi and Sirakaya (2006) suggest that community collaboration is a key determinant in the success of sustainable tourism.

Additionally, the establishment of a Tourist Information Center (TIC) and a dedicated tour guide group within the village further strengthened the sustainability of the initiative. These structures serve as long-term support systems, ensuring continuous learning and improvement in tourism services.

4. Economic and Social Impact

With improved communication and tourism packaging skills, Kampung Wallagri has begun to experience positive economic and social impacts. Several participants reported an

increase in visitor interest, leading to higher earnings from tour guiding, souvenir sales, and cultural performances. Wearing and McDonald (2002) highlight that effective communication between hosts and tourists can strengthen social relationships and enrich the tourism experience.

Furthermore, the program has strengthened community bonds, encouraging residents to take an active role in preserving their cultural heritage while simultaneously enhancing their economic prospects. This aligns with the broader goal of sustainable community-based tourism.

5. Challenges and Areas for Improvement

Despite these successes, the program also faced several challenges, including:

- Limited Initial Confidence: Many participants were hesitant to speak English at the beginning due to fear of making mistakes. However, continuous practice and encouragement helped alleviate this issue.
- Resource Constraints: The availability of training materials and qualified trainers was initially limited. Future programs could benefit from additional funding and support from tourism and language education institutions.
- Need for Ongoing Training: To maintain and further improve proficiency, continuous refresher courses and mentoring programs are necessary. Establishing partnerships with universities and tourism associations can provide ongoing support.

6. Sustainability and Future Recommendations

To ensure the long-term impact of this initiative, several follow-up strategies are recommended:

- Integration into Local Education and Training Programs: Partnering with schools and vocational training centers to incorporate English and tourism skills into the curriculum.
- Regular Workshops and Certification Programs: Offering periodic training sessions and working towards official certification for community tour guides.
- Leveraging Digital Marketing and Online Platforms: Promoting Kampung Wallagri through social media, travel websites, and virtual tour platforms to attract a wider audience.
- Strengthening Stakeholder Partnerships: Expanding collaboration within the pentahelix framework, including academia, government agencies, businesses, media, and the local community, to ensure ongoing development and support.

DISCUSSION

The implementation of this training program demonstrates that a participatory approach in community empowerment is highly effective in enhancing community skills. The following are several discussion points that serve as reflections and recommendations for similar programs in the future:

1. Effectiveness of Training Methods

A combination of lectures, drilling, role-playing, and discussions has proven effective in improving participants' understanding and skills. Practical exercises play a crucial role in boosting participants' confidence in using English in a tourism context.

2. Challenges in Program Implementation

Several challenges encountered during the program include differences in participants' initial understanding of English, limited training time, and insufficient resources to support

the program's sustainability.

3. Social and Economic Impact on the Community

By improving communication skills and tourism packaging, an increase in the number of visitors to Kampung Wallagri is expected. This has the potential to boost community income through a more professional and competitive tourism sector.

4. Program Sustainability and Development Plans

The sustainability of this program heavily depends on continuous mentoring and coaching. Future development plans include advanced training, tour guide certification, and strengthening collaboration networks with academics, government, and tourism businesses.

5. Collaboration within the Pentahelix Framework

Strengthening partnerships within the pentahelix model (academia, business, community, government, and media) will be a key factor in developing Kampung Wallagri as a competitive and sustainable tourism destination. Hall and Page (2009) underline that collaboration between academics, government, communities, and businesses is essential to achieve sustainable tourism.

The results of this program indicate that enhancing community capacity in tourism can contribute to local economic development and tourism destination competitiveness. With ongoing training programs, Kampung Wallagri is expected to become a model for community-based tourism empowerment that can be implemented in other regions.

CONCLUSION

The Community Empowerment Through English Language Training and Tourism Packaging Program has successfully improved the capacity of Kampung Wallagri residents in guiding tourists and enhancing tourism products. The program has strengthened community engagement, boosted economic opportunities, and positioned Kampung Wallagri as a more competitive and sustainable tourism destination. Moving forward, continuous training, collaboration, and innovation will be key to sustaining and expanding the impact of this initiative.

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