

THE ROLE OF TOURIST GUIDE FOR SUSTAINABLE TOURISM

*DELIVERED IN INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY (ICRTH2021)
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FORMAL EDUCATION :

- 1. 1974-1976 Hotel Management Academy (BALI)**
- 2. 1975-1976 French Language Course (Aliance Francaise)**
- 3. 2000-2002 Criminal Law Master's Degree (S2)**

WORKING EXPERIENCE :

- 1. 1976- Now Freelance Tourist Guide (TG)**
- 2. 1981-1989 Payroll/staff TG in Travel Agent**
- 3. 2011-2016 Chairman of ITGA Bali Board**
- 4. 2012-2015 Lecturer in Law Faculty UNMAS (Bali)**
- 5. 2016-2021 Chairman of National ITGA**

Indonesian Case



INDONESIA

LENGTH	:	5110 km
WIDE	:	1887 km
AREA	:	1.904.569 km²
POPULATION	:	270,6 million
	:	17.504 islands
	:	34 provinces
FOREIGN TOURIST ARRIVAL	:	16,11 million (2019)
	:	4,02 million (2020)



INDONESIAN TOURIST GUIDE ASSOCIATION



Definition of Tourist Guide :

A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.

(World Federation of Tourist Guide Association/WFTGA 2003).





INDONESIAN TOURIST GUIDE ASSOCIATION

ITGA or Himpunan Pramuwisata Indonesia (HPI) is the only Tourist Guide Association in Indonesia. It has 34 subdivision at provincial level and 217 entities at regency level (town). It has 9.541. 000 active members all over the country.

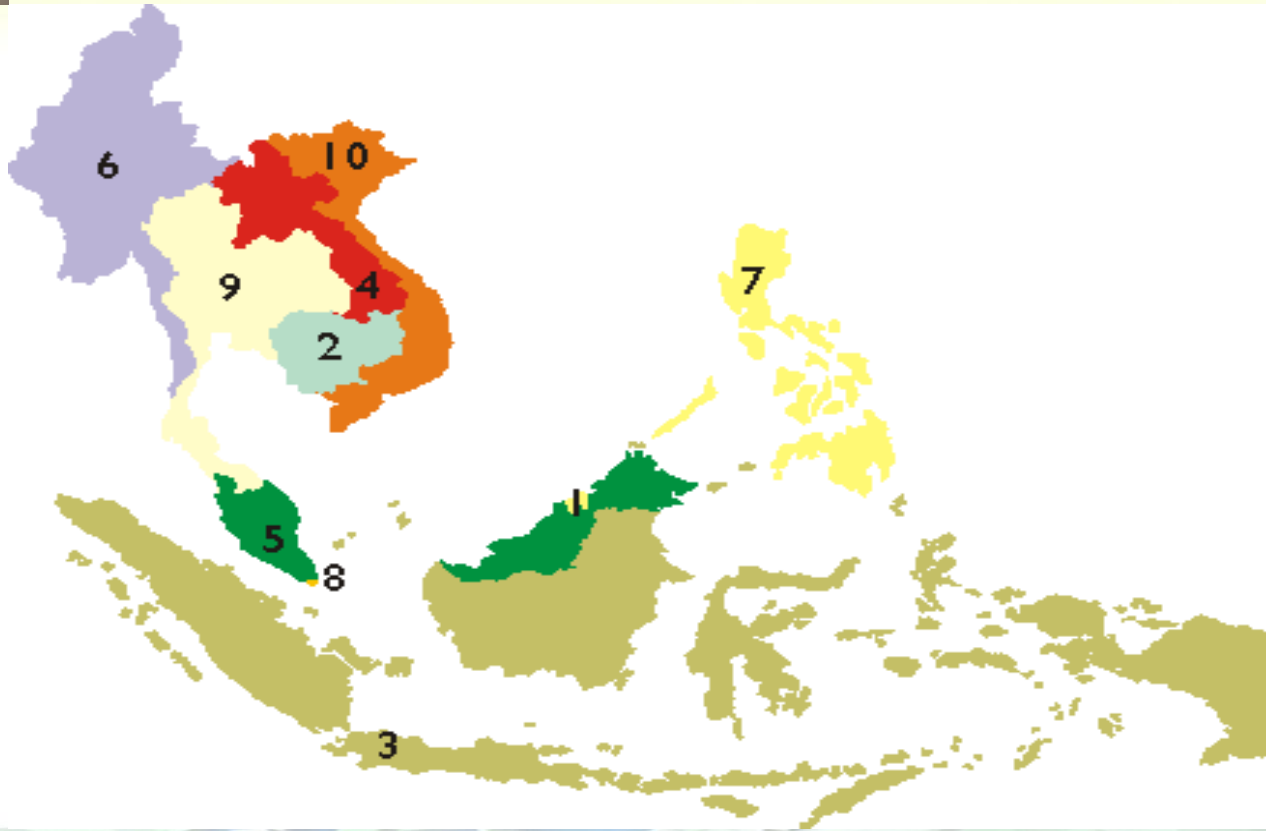
Web : <http://:dpippi.org>

Logo :





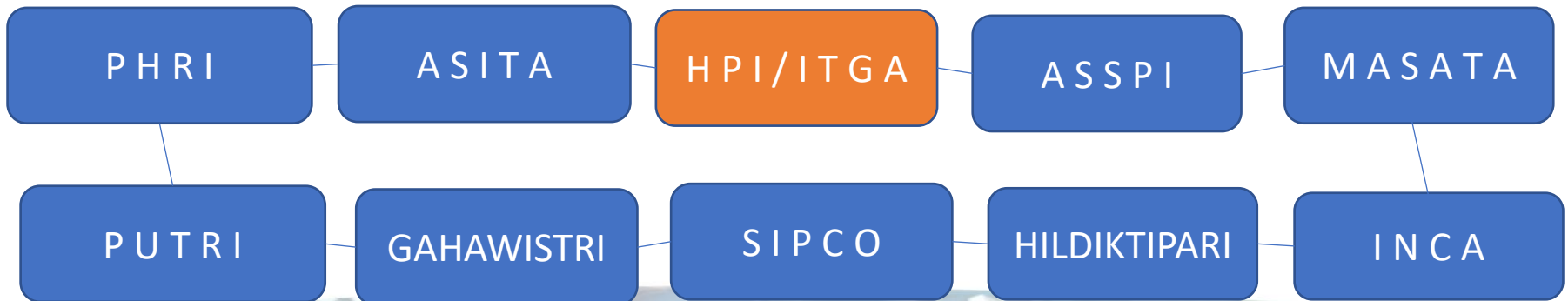
ITGA IS FOUNDER OF SEATGA



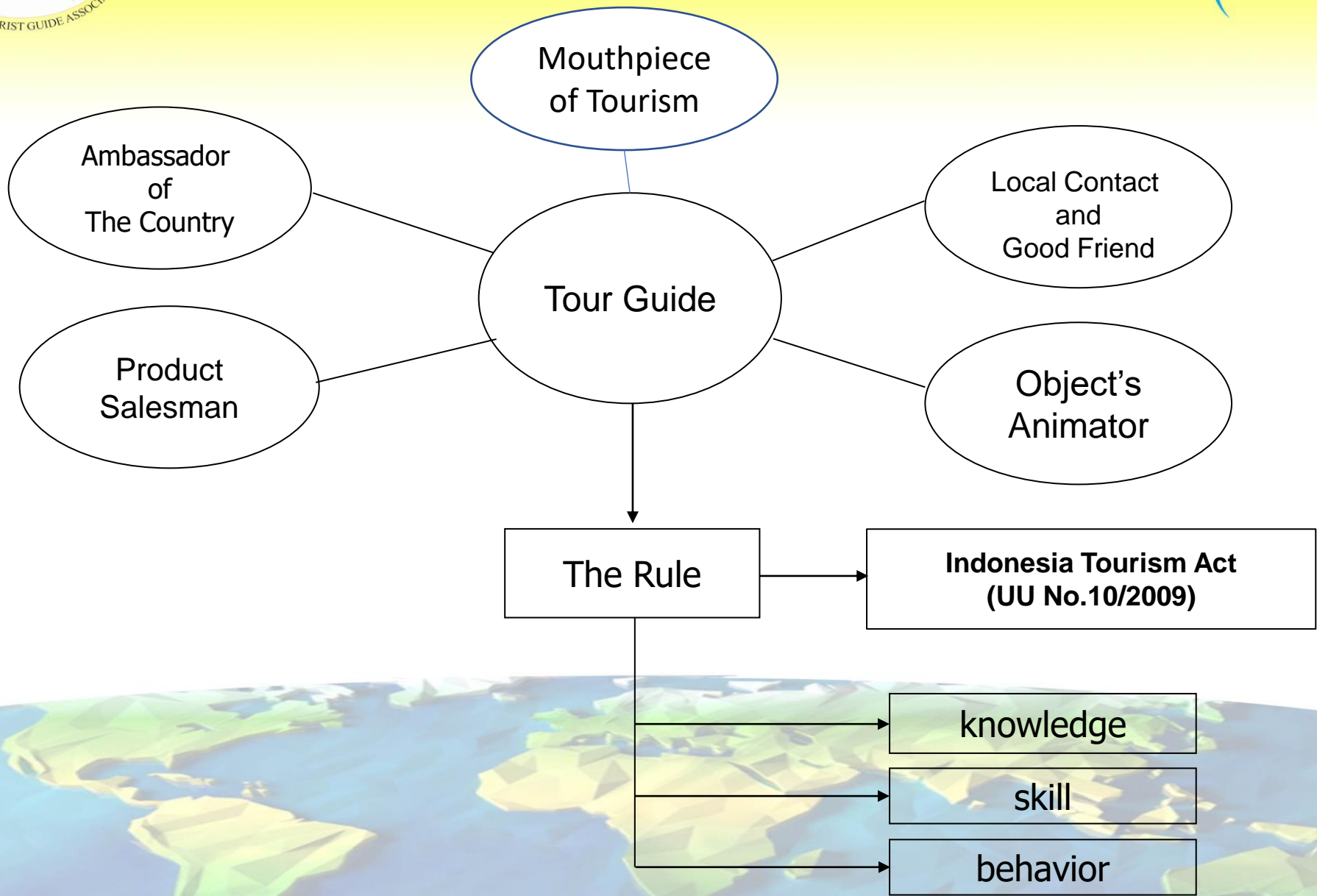
INDONESIAN TOURIST GUIDE ASSOCIATION

ITGA Standing Position Tourism's Stakeholders

GABUNGAN INDUSTRI PARIWISATA INDONESIA (GIPI) – **INDONESIA TOURISM BOARD**
Tourism Act, Chapter XI, Article 50 - All associations in Tourism Industry



THE ROLE OF TOURIST GUIDE



GOVERNMENT PERSPECTIVE

- ❖ Government Perspective : He is a “professor” which is competent in his field to explain everything about his country such as : who’s who dignitaries of the country, geography, demography, history, economy, politic, culture and much more.,
- ❖ That’s why he could be considered as the “ambassador” of the country which is expected to represent his best performance for the dignity of his country.





TOURISM PERSPECTIVE



- ❖ Tourist Guide is front liner in Tourism industry to be mouthpiece of tourism as he always sounds everything best about tourism products to develop and maintain tourism industry in his country, such as potentials of natural, cultural and human resources.



TOURIST PERSPECTIVE

- ❖ For Tourist, he is expected to be a good companion in traveling. Charming and able to offer a pleasant condition during the trip by his performance, attitude, knowledge and also his sense of humor
- ❖ He could reduce gawkiness of the tourist which is actually as a new comer in a place where they are facing : different tradition, different atmosphere from their home, different way of live, different language, different regulation etc. Tourist guide will interpret all these differences.
- ❖ He is the first person who will be called if something bad happened to the clients (as local contact).



USER PERSPECTIVE (mostly Tour Operators)

- ❖ He is acting as representative of the company.
- ❖ To handle the clients as his “consumer” by promoting product including “after sales service” of the sold package.





PERSPECTIVE FROM TOURIST ATTRACTIONS

- ❖ He explain the meaning of every cultural expression in form of dances, statutes, architecture and many more related to art expression.
- ❖ He makes the object become alive by telling its historical and socio-cultural back grounds (animator).



WHAT DOES ITGA DO DURING THE TIME OF CRISIS ?

1. Launching program upskilling the members (*on line*)
2. Making market place in WA Group to sell product
3. Invite IT agent to learn technique and training how to make virtual tours.
4. Apply financial assistance to the Government
5. Encouraging members to keep optimism
6. To push the members taking other temporary job for survival
7. To intensify the program of standardization and certification.

WHAT DOES TOURIST GUIDE DO FOR SUSTAINABLE TOURISM ?

- As medium to educate tourist and local people about nature conservation (particularly: rubbish)
- To collaborate with other stakeholders to train local guides of Tourism village as *community base tourism*
- Socialization to campus of how important to be TG
- To donate to every catastrophe happened
- To support gov policy for eliminate of poverty
- To join reforestation



Some photos :



INTERPRETASI UNTUK TOUR VIRTUAL

26 Agustus 2020
Kementerian Pariwisata dan Ekonomi Kreatif
#Dream now Travel tomorrow#
Atourin dan Himpunan Pramuwisata Indonesia

Oleh:
Sang Putu Subaya
Ketum HPI

01	02	03	04	05
VIRTUAL Volcano Tour Indonesia KRAKATAU SPECIAL TSUNAMI 2018	VIRTUAL Volcano Tour Indonesia GEO MYTHOLOGY OF MERAPI	VIRTUAL Volcano Tour Indonesia SEMERU The Charismatic Ring of Fire	VIRTUAL Volcano Tour Indonesia KARANGTANG The Sea Spider Crustacean Re-Making Island	VIRTUAL Volcano Tour Indonesia DUKONO And The Spirit Island of Ternate
12 JULY 2020 10:00 AM - 12:00 PM REGISTRATION 12:00 PM - 12:30 PM PROFESOR DANU SUKAWATI D.A.A. www.volcanotourindonesia.com	12 JULY 2020 10:00 AM - 12:00 PM REGISTRATION 12:00 PM - 12:30 PM PROFESOR DANU SUKAWATI D.A.A. www.volcanotourindonesia.com	12 JULY 2020 10:00 AM - 12:00 PM REGISTRATION 12:00 PM - 12:30 PM PROFESOR DANU SUKAWATI D.A.A. www.volcanotourindonesia.com	12 JULY 2020 10:00 AM - 12:00 PM REGISTRATION 12:00 PM - 12:30 PM PROFESOR DANU SUKAWATI D.A.A. www.volcanotourindonesia.com	12 JULY 2020 10:00 AM - 12:00 PM REGISTRATION 12:00 PM - 12:30 PM PROFESOR DANU SUKAWATI D.A.A. www.volcanotourindonesia.com



THANK YOU

