

Development of a Service Guidebook for Tour Guides to Support Inclusive Tourism in the Bejiharjo Tourism Village

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ABSTRACT

This research is motivated by the lack of optimality in the Bejiharjo tourist village in serving visitors who do not want or are not interested in exploring Pindul Cave as the main tourism object. Some of these reasons include: a) fear of water, b) have already done this, and c) fear of drowning. In 2022, a virtual video media has been developed to facilitate people who are reluctant to carry out direct searches in the Pindul cave. However, the guides do not yet have sufficient competence to serve the inclusive community which is the target market for this product. This research aims to conduct preliminary research on guides' understanding of inclusive tourism, identifying the form of guidebook expected by guides, finding out the results of validation of service guidebooks for inclusive tourism guides. This research is development research, using the ADDIE model. This model is considered quite popular because it is simpler to implement. The research was carried out in May – October 2023, where the respondents in this research were tourist village managers, guides, lecturers and practitioners. The data collection instrument will use a questionnaire and will be supported by interview and observation guidelines. Data analysis is adjusted to the needs and characteristics of the data, where quantitative data is analyzed quantitatively using SPSS as a statistical calculation tool, while qualitative data will be analyzed using the Miles and Huberman interactive model. The research results show that the ability of most tour guides to serve inclusive communities is still in the sufficient category, which means that their understanding of how to serve inclusive customers is still far from what was expected. The guidebook developed contains basic knowledge about inclusive tourism, inclusive customers and how to provide services. The validation of the guide was carried out in two stages, in the first stage the validation results obtained a score of 2.4 (fair) while in the second stage of validation the score was 3.51 (good) so that the resulting guidebook was suitable for testing on tourist guides at the Pindul Cave tourist attraction and in Bejiharjo Tourism Village

Kata Kunci: *guide book, tourism village, inclusive tourism, tourism guide*