

Strategy to Improve the Tourism Quality through Translation based on Local Wisdom

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Abstract. Banyumas Regency has a variety of tourism from nature tourism, religious tourism, to educational tourism, namely museums. The importance of the tourism sector in supporting national development puts the government in the position of being in charge. The government must be responsible as a maker and enforcer of regulations. The role of translation and culture also affects the level of quality of tourism in Banyumas Regency. This research is a qualitative descriptive study using a survey approach. The objectives of this study are 1) to describe the strategy for improving the quality of tourism in Banyumas Regency based on local wisdom; 2) Describe the supporting factors in improving the quality of tourism in Banyumas Regency based on local wisdom. The method used is a questionnaire survey and interviews with related agencies, users, and tourism managers in Banyumas Regency. The results of the data obtained are then analyzed using the SWOT framework to determine strengths and weaknesses to identify appropriate strategies to improve tourism quality through local wisdom-based translation in Banyumas Regency.

Keywords: Tourism Quality; Translation; Local Wisdom; SWOT

1 Introduction

Banyumas Regency has various tourism objects varied from nature tourism, religious tourism, to educational tourism, such as museums. The local government is trying to develop this tourism sector. As a result, there is an increase in the number of tourism objects from only 10 tourism objects in 2002 to 14 tourism objects in 2013. Various types of tourism that are visited by local and foreign tourists in Banyumas Regency area are divided into nature tourism, cultural tourism and religious tourism. Rapid development occurred in 2009, there were only 11 tourist objects at that time, then increased to 13 tourist objects in 2011. In that year, 2011, the local government of Banyumas Regency allowed the development of natural tourism, especially water tourism in Pancasan village in Ajibarang sub-district and a city park in Purwokerto. The city park did not seem to have much impact on foreign tourists. This park functioned more as a recreation site for local tourist. Banyumas Regency also offers cultural tourism which includes religious tourism, museums and cultural objects. The wayang museum or puppet museum cultural tourism displayed numerous collections of puppets around

Banyumas area. This tourism object is included in Banyumas tour package as a *Banyumasan* cultural exploration.

In 2011, Banyumas Regency allowed the development of nature tourism, especially water tourism in Pancasan village, Ajibarang sub-district and city-park in Purwokerto. The existence of city parks did not seem to have much impact on foreign tourists. This park functions more as a place of recreation for local people only. Various forms of promotion are done by the local government to attract tourists. Utilization of local cultural activities such as the *Unggah-Unggahan* ceremony before fasting in the holy month of Ramadan or the *Jaro Rojap* ceremony to attract foreign tourists. While introducing local culture, the community also offers the beauty of existing natural attractions. Each local government can benefit from activities held by the government itself or province governments to promote their tourism. However, the declaration of Visit Central Java 2013 did not include Banyumas in the tour. The tourism industry in Banyumas still relies on natural tourism. Some of the existing tourism objects really need the local government's attention because the poor maintenance so that it decreases the visitors' interest. Various unique cultural tourism objects can still be developed because they have their own characteristics that absorb the influence of two different cultures. The combination of natural and cultural tourism can increase the community economic potential.

Banyumas Central Statistics Agency (BPS) in 2014 recorded the number of foreign tourists who visited Banyumas were 2.720 visitors. This figure decreased from the previous year, there were 5.474 visitors. From these data, it can be seen that it is necessary to create strategy to improve the tourism quality in Banyumas. Nowadays, tourism becomes the center of attention to be developed by the government. This is in line with the plan to develop creative industries in Indonesia until 2025. The tourism office emphasizes that the goals of tourism development include poverty reduction. As a result, there is an expected economic impact as the impact of the development of the tourism industry. From this data, the researchers then assume that the level of tourism quality can be measured from various aspects, one of which is the level of tourist revisits. This can be a concern for tourism managers and service providers in contributing in improving the tourism quality. One of the efforts that can be maximized is through translation facilities in the form of brochures, mapping instructions, tourist attraction description, and tour guides. If the translation facility is available, there will be positive influence and it can be expected to improve the tourism quality in Purwokerto. Researchers expect that this research will be a pilot project in the field of translation and tourism. This can be the real contributions to the community in order to build and develop tourism potential in Purwokerto. This study also focuses on local wisdom as a concern in maximizing tourist attractions in Purwokerto and its local human resources.

2 Materials and Method

2.1 Research Time and Location

The object of this research is the tourism sector quality in Banyumas Regency with the targets were Youth, Sports and Culture Department in Banyumas, tourism object managers, and tour guides in Banyumas Regency area. This research was a qualitative descriptive with a survey approach. According to Aminuddin (in Basrowi & Suwandi, 2008:45), paradigm orientation as reflected in assumptions, theoretical conceptions, and methodological

conceptions, can generally be divided into three groups, such as: postpositivist orientation, constructivist orientation, and postmodernist orientation.

The data in this study was collected from primary data using questionnaires and interviews with relevant agencies, users or tourists, and tourism managers. Researchers also used secondary data from literature studies to deepen accurate data from relevant references. Researchers collected data using purposive sampling method by distributing questionnaires to 50 respondents with various professional backgrounds, ages, and domiciles to cover all areas and communities. The service providers used as data sources by the researchers were the tourism managers in Purwokerto with high public interest, such as Baturaden, Limpakuwus, Umbul Bengkok Camp (CAUB), and The Village. These tourism spots were chosen by the researcher as the sources of research data and was divided into three types of tourist attractions. They were natural tourism, artificial tourism, and a combination of natural and artificial tourism. Researchers also conducted interviews with tour guide service providers in order to obtain accurate information on the number of visits by local and foreign tourists in Purwokerto. This was done by researchers in order to obtain data on the level of tourism quality in Purwokerto, Banyumas Regency. Data analysis is the process of organizing data into patterns, categories, and basic units of description. In this study, data analysis techniques are crucial. Data analysis was done by analyzing, describing, and interpreting the data that had been collected into a conclusion. Qualitative data analysis is an analysis based on a systematic relationship between the variables. Qualitative descriptive is analyzed according to its content. Then, the processed data was used to determine the form of errors or deviations and the causes of these deviations. In this study, the researcher used a qualitative descriptive approach because it was more in line with the plans and objectives of this research. The following data analysis techniques in this study were as followed:

1. Collecting data; in this stage, the data was obtained from the questionnaires and interviews results which were conducted to relevant agencies, users/ tourists, and tourism managers in Banyumas Regency.
2. Analyzing data; this method was done by collecting data that has been obtained. After that, the data were analyzed using SWOT. This data analysis looked at the factors that were the tourism object's strengths, weaknesses, development opportunities, and possible threat factors (Rangkuti, 2011).
3. Describing the right strategy to improve the tourism quaity; in this stage the researcher described the location of the strengths and weaknesses of the data obtained, then identified the right strategy to increase tourism quality in Banyumas Regency.

3 Results & Discussion

The conservation and empowerment of Banyumas tourism is under the authority of the *Dinporabudpar* (Department of Youth, Sports, Culture and Tourism) Banyumas. *Dinporabudpar's* vision is "To create a cultured, excellent, and creative Banyumas Community". To realize these visions, *Dinporabudpar* implements several points that have been set out in the mission, including: 1) establishing technical policies to support smooth running in various fields, one of which is tourism; 2) developing, granting permission/licensing recommendations in the tourism sector, one of which is by forming a section development of tourist destinations and development of tourism human resources and the creative economy. However, as an official institution that oversees the preservation and development of tourism, *Dinporabudpar* cannot be the only party who is struggling to reach

advance tourism, it requires cooperation from tourism actors. Developing tourism does not stop at developing the potential of a tourism object, but there are several supporting elements of tourism that need to be considered, such as facilities, services, and human resources, as also promotion. Tourism quality of the tourists is related to the level of tourist satisfaction, it will also certainly affect the intention to do revisit or not, both for local and foreign tourists. According to [Fajriah and Mussadun, 2014] in Translation: A Way to Improve the Quality of Indonesian Tourism [Raden, et al; 2017] explained that in the management of regional tourism, there are several aspects that need to be considered such as, tourist attraction, security, cleanliness, transportation, information, tourist services, convenience, and accessibility. The aspects above are interrelated, so that if there is one aspect which is not optimal, it will affect the quality tourism quality of the tourists.

As one of the important elements in tourism, human resources in tourism include tourism actors, such as tourism owners/developers, tourism managers, tourists, and tour guides. In this case, the research focused on the human resources of tour guides and tourism owners or managers. Some efforts to improve human resources as tourism implementers needed to be done in order to realize integration in cross-sector activities. The effort that can be done is holding special training's to improve the effectiveness of human resources (Setiawan, 2016). In this case, it is related to the mastery of the communication system which can lead to the satisfaction of the visitors or tourists. In order to have run-well tour guide services, a tour guide must have knowledge about how to provide information to tourists. Besides training, recruitment of human resources who master the fields of tourism and language is one of the keys to tourism progress, especially tourism in Banyumas.

Banyumas is one of the areas with the oldest history of Mandarin teaching in Indonesia, starting in 1906, five years after the first Chinese language school opened in Jakarta (1901). This is certainly one aspect of the historical attachment of the Banyumas region and the Chinese language (Mandarin). Meanwhile, the interaction between Banyumas community and Chinese ethnic was conveyed by Ahmad Tohari in an interview with the Merdeka Newspaper that had been established around the beginning of the 18th century. The long history and ties to the field of Mandarin language education, community pluralism to Chinese literature that appeared a long time ago in Banyumas became a history that deserves to be developed, especially to improve the tourism quality activists and the development of Mandarin-tourism itself. In addition, the increase in the number of Chinese tourists who visit Indonesia based on statistics (BPS data) can be a strong driving factor for developing Mandarin-speaking tourists.

In relation to the potential mentioned above, it is necessary to pay special attention to elements in improving Banyumas tourism, such as the mastery of foreign languages for tourism actors and also other tourism supporting human resources including tour guides. The provision of supporting information and services for foreign tourists is a matter of great concern as the number of foreign tourists, especially Chinese tourists, continues to increase. Both spoken and media translations are an important part of tourism, for example, tourist facilities equipped with various languages can ease foreign tourists to travel, while spoken translation is very supportive of scouting, information providing, and promotion activities. Based on the above conditions, this study emphasizes translation as a tourism improvement strategy. The subjects of this research were related institution that were visitors or users and managers or service providers of tourist attractions in Purwokerto. Data on visitors to tourist attractions in Purwokerto from 2016 to 2018 was around 1.800.000 tourists or one million eight hundred of tourists (accessed from the page <https://banyumaskab.bps.go.id/indikator/16/50/1/sum-pengunjung-object-wisata-in-district-banyumas.html>). In the period 2019 to 2021 it has not been recorded on the latest page of the

Banyumas Regency Statistic center, so the researchers confirmed directly with statistic center and tourism managers.

From the results of interviews with the tourism managers in Purwokerto, researchers obtained data that there was a drastic decrease in the number of visits from 2019-2021. One of the external factors was the pandemic that hit the whole world and caused a decrease in the number of tourist visits. Internal factors that became one of the reasons for the decrease in tourist visits were the no available translation services in the form of brochures, maps, location instructions, and local tour guides at tourist attractions. Researchers collected data from users or visitors by conducting interviews and distributing questionnaires. The following were the results of questionnaire that has been distributed to 50 local and foreign tourists:

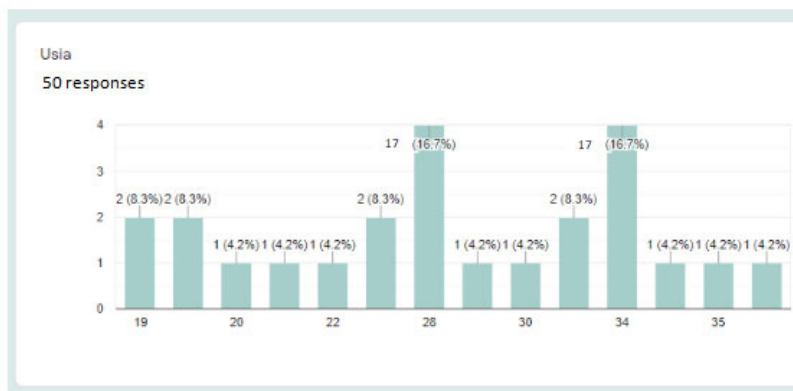


Fig. 1. Tourists/ visitors' age

The table above illustrated the age data of local and foreign tourists who made tourist visits in Purwokerto. The data showed that the highest number of 16.7% of tourists who made visit was around 28 years old and 34 years old. Then, for the age of 20 to 22 years old had the same percentage with the age of 30 to 33 years old, and 31 to 35 years. From these data, it could be concluded that the age of tourists in Purwokerto was varied and no particular age dominated.

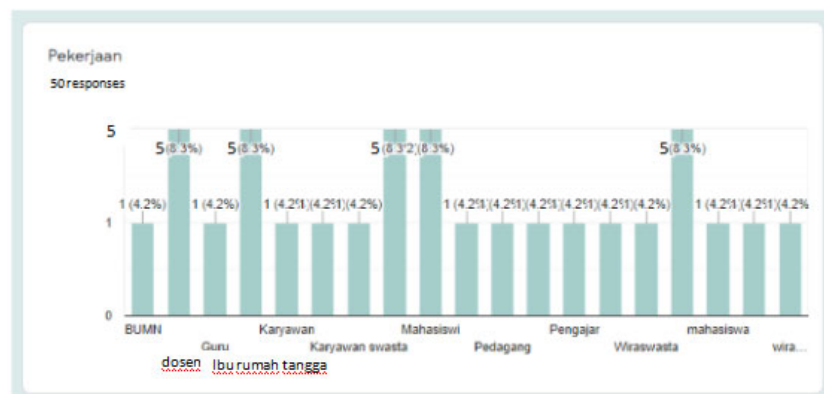


Fig. 2. Tourists/ visitors' Occupation

Table 2 illustrated the occupation data of local and foreign tourists who visited tourist attractions in Purwokerto. From the table above, it was known that the highest percentage of tourist occupations was self-employed or entrepreneur, students, private state employees, lecturers, and housewives with a percentage of 8.3%. It could be concluded that the tourists' occupation who visited tourist attractions in Purwokerto was diverse and came from various occupations.

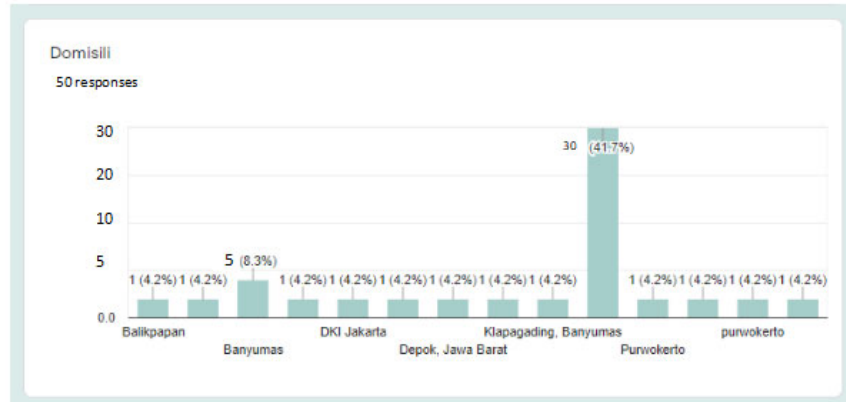


Fig. 3. Tourist/ visitor's domicile

The data from the table above showed the domicile of tourists who visited tourist attractions in Purwokerto. Table 3 illustrated that the highest figure of 57.4% was the number of tourists who lived in Banyumas and Purwokerto. This figure showed a very high number of local tourists. Tourists outside Banyumas area were evenly distributed in a number of areas with a percentage of 43.7%. This figure also represented foreign tourists who came from outside Banyumas area. From these data, it could be concluded that most of them were local visitors and the rest are visitors who were not from Banyumas area.

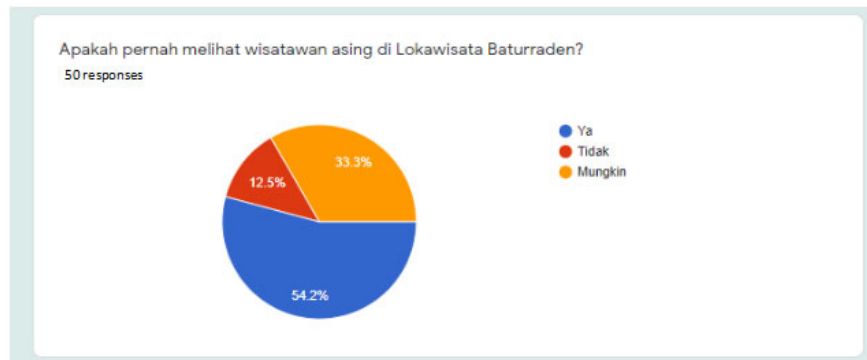


Fig. 4. Foreign Tourist Visit in Baturraden

The table above showed the percentage data on the number of visitors and tourism managers who have seen foreign tourists at Baturaden Lokawisata. There were 54.2% of the 50 respondents stated that they had seen foreign tourists visiting Baturaden. These results

indicated that the level of foreign tourist arrivals was quite high. Managers and service providers can use this data as reference in improving the tourism quality through translation. The data can be a concern in order to increase foreign tourist revisits and show good tourism quality.

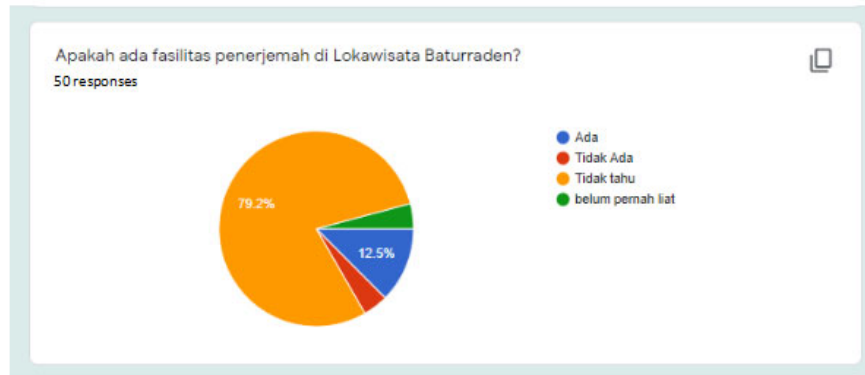


Fig. 5. Translation Facility in Baturraden

Table 5 showed data on translator facilities at Baturraden. From the table, it could be seen that 79.2% of users and visitors stated that they were not aware of translator facility. This was a concern when referring to the previous, table 4 which showed the high level of foreign tourist visits that required translation facilities. This translation facility could be in the form of brochures, promotional media, online media, information and descriptions of tourist attractions, tour guides, as well as local and foreign tourist information centers.

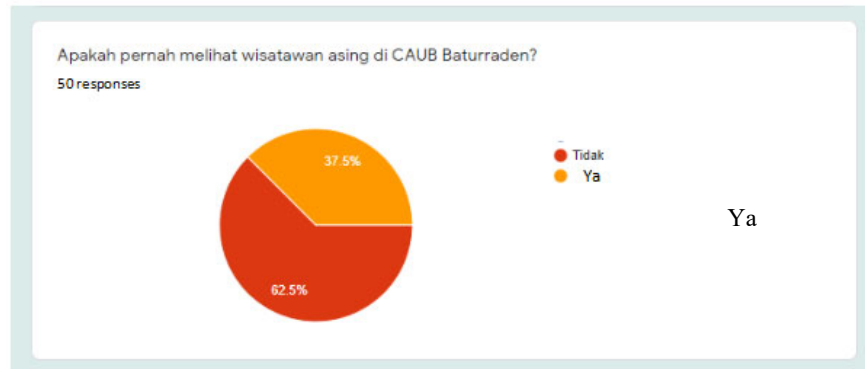


Fig. 6. Foreign Tourist's Visit in CAUB Baturraden

The table above showed the percentage data on the number of visitors and tourism managers who had seen foreign tourists in CAUB Baturraden. There were 37.5% of the 50 respondents stated that they had seen foreign tourists visited CAUB Baturraden. These results indicated that the level of foreign tourist visits was not too high when compared to tourist visits at Baturraden. This data can be a concern for managers and service providers in order to

improve the quality of tourism through translation so that the level of visits by local and foreign tourists can increase.

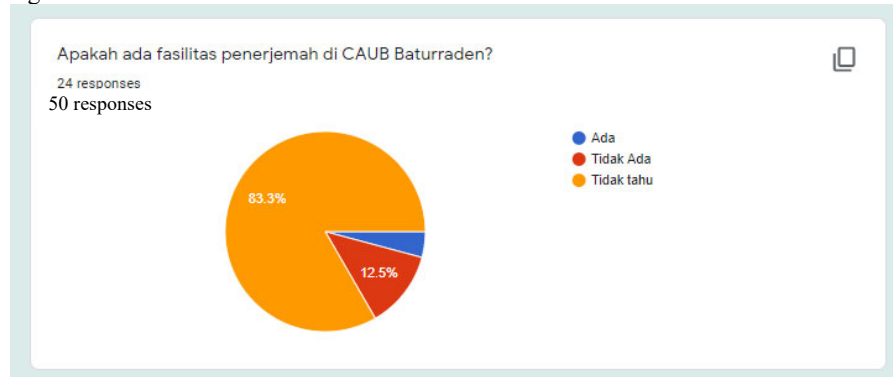


Fig. 7. Translation Facility in CAUB Baturraden

Table 7 showed data on translation facilities in CAUB Baturraden. From the table, it could be seen that 83.3% of users and visitors stated that they were not aware about the existence of translator facility. This is a concern for service providers to improve facilities so that they can also improve the quality of services at tourist attractions. This translation facility is one aspect to assess the quality of tourism in one of the natural attractions in Purwokerto.

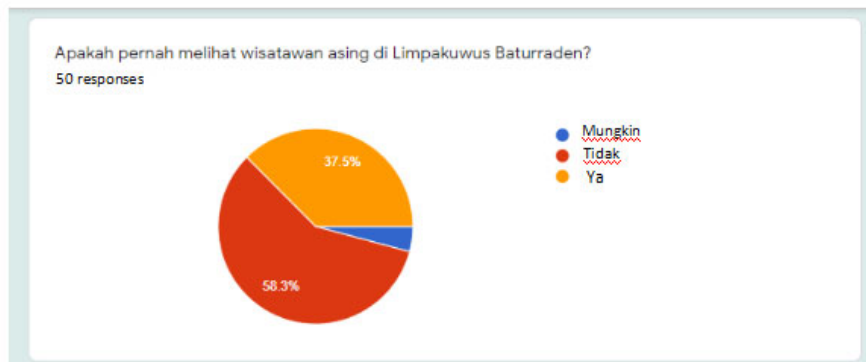


Fig. 8. Foreign Tourist Visit in Limpakuwus

The table above showed the percentage data on the number of visitors and tourism managers who have seen foreign tourists in Limpakuwus Baturraden. There were 37.5% of the 50 respondents stated that they had seen foreign tourists visiting Limpakuwus Baturraden. If this result compared to tourist visits in Baturraden showed the level of foreign tourist visits in Limpakuwus was not too high. Managers and service providers can also improve the quality of tourism through translation and see how the revisit of local and foreign tourists at this tourist attractions.

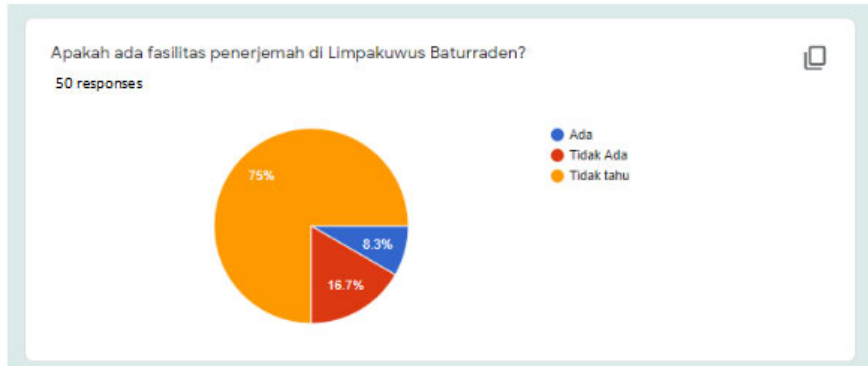


Fig. 9. Translation Facility in Limpakuwus

Table 9 showed data on translation facilities in Limpakuwus Baturraden. From the table, it could be seen that 75% of users and visitors stated that they were not aware about the existence of a translator facility. This is a concern for service providers to improve facilities so that they can also improve the quality of services at tourist attractions. Previously, table 8 showed that there were foreign tourists visited Limpakuwus, so efforts are needed to maximize the translation facilities in that place.

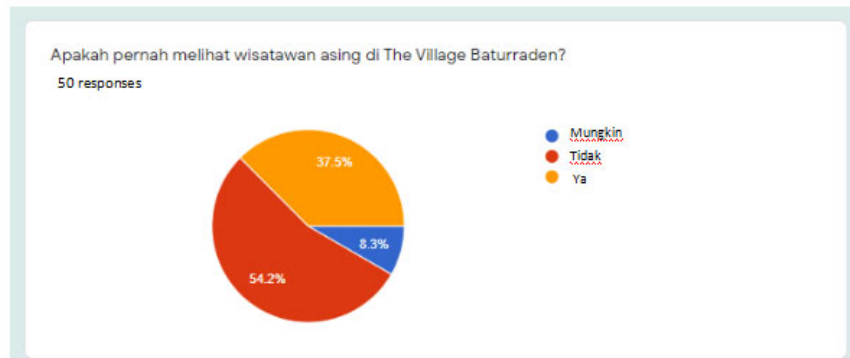


Fig. 10. Foreign Tourist Visit in *The Village* Baturraden

The table above showed the percentage data on the number of visitors and tourist managers who have seen foreign tourists at *The Village* Baturraden. There were 37.5% of the 50 respondents stated that they had seen foreign tourists visiting *The Village* Baturraden. These results indicated that the level of foreign tourist visits was not too high when it compared to tourist visits at Baturraden. From this data, managers and service providers can also improve the quality of tourism through translation.

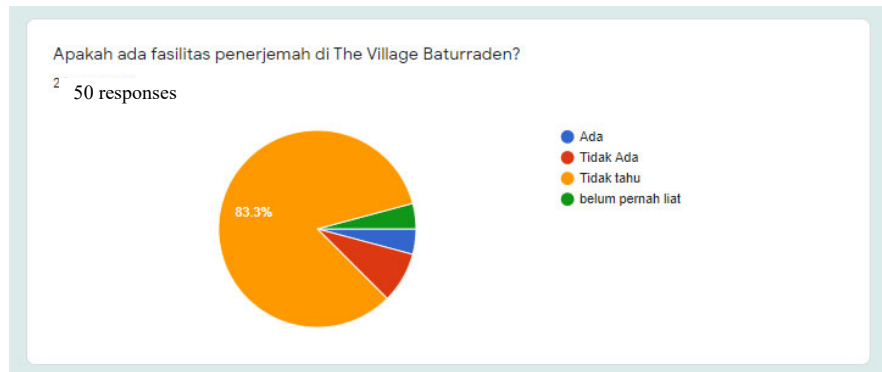


Fig. 11. Translation Facility in *The Village Baturraden*

Table 11 was data that showed how the translator facilities available in *The Village Baturraden Purwokerto*. There were 83.3% of tourists did not know whether there were translator facilities in the form of brochures, location instructions, maps, and tour guides at this tourist attractions. From this data, the researcher could conclude that the translator facility has not been maximized by the service provider and could be improved according to the tourists' needs in the field. The results showed that the tourism quality in Banyumas was not good enough. It was seen from the translation facilities point of view. This also can be seen from the evaluation of the data graph result. The results showed that from the five tourist destinations mentioned in Banyumas Regency, none of them have translator facilities. There were 50 questionnaires distributed to visitors, users/tourists, and tourism managers of tourist attractions. Almost 80% of them said they were not aware of the translator facilities both spoken and written at the tourist attractions. This showed that there is still no maximum effort to improve the tourism quality through translation in Banyumas Regency. The results of the collected questionnaire data were then reviewed using SWOT analysis to determine appropriate strategies in improving the tourism quality through translation. The results of data analysis using SWOT were described as followed:

Strengths	<ul style="list-style-type: none"> - Human resources with foreign language qualifications and translation both spoken and written which can be maximized and become the main source of strength to improve the tourism quality. - Translation facilities in the form of brochures, online media, promotional media, maps, and descriptions of tourist attractions, tour guides, tourist information center that provide foreign language experts.
Weaknesses	<ul style="list-style-type: none"> - There were still very few human resources with foreign language skills (in this case were English, Mandarin, and French) with translator expertise in the tourism sector. - The lack of translator facilities at tourism sites and has not been maximized by service providers.
Opportunities	<ul style="list-style-type: none"> - Maximizing resources with proficient foreign language skills and not yet widely owned by human resources in the field of tourism. - Maximizing visitor demand as an attraction for tourism objects and one of the supporting aspects of tourist satisfaction to revisit.
Threats	<ul style="list-style-type: none"> - Tourism objects that already have better and higher quality of

translation facilities.

- Tourists revisit as an aspect of visitor satisfaction from high quality tourism object.

4 Conclusion

The tourism quality of tourist is related to the level of tourist satisfaction, it will also certainly affect the intention to revisit a tourist destination or not, both for local and foreign tourists. Because of the existence of tourism potential in Banyumas, it is necessary to pay special attention to elements in improving Banyumas tourism, such as the mastery of foreign languages for tourism actors and also other tourism supporting human resources including tour guides. The provision of supporting information and services for foreign tourists is a matter of great concern as the number of foreign tourists, especially Chinese tourists, continues to increase. Both spoken and written translation media are important part of tourism, for instance, tourism facilities equipped with various languages will ease foreign tourists to travel, while spoken translation is very supportive of tourist scouting/guiding, providing information, and doing promotion activities. This spoken translation is closely related to the tour guide. Based on the above conditions, this research focuses on the tourism quality through local wisdom-based translation. As one of the functions of researchers in institutions that have the awareness to create better quality in the tourism field and translation field as well as contribute actively to society. Therefore, researchers try to participate in applying such knowledge in society in the tourism field. The high demand and the increase of foreign tourists in Banyumas require an improvement in tourism quality through foreign language translation facilities. The results of this study indicate that a strategy that can be one of the efforts to improve the tourism quality in Banyumas Regency is through translation. Researchers understand and realize that there are weaknesses in the implementation of research so that there are still many factors that cannot be described further. The results obtained by researchers can be an initial reference for conducting further research in the field of tourism by optimizing human resources who are experts in the field of translation. The final result expected from this research is direct contribution in improving the tourism quality through local wisdom-based translation in Banyumas Regency. Supporting factors in improving the tourism quality through local wisdom-based translation in Banyumas Regency include:

1. Increasing human resources with foreign language expertise and translation in the tourism sector. This can be one of the aspects needed by foreign tourists when visiting the tourist objects.
2. Optimizing translator facilities in the tourist objects. Complete and good facilities will ease the tourists when visiting tourism objects. This becomes one of the aspects of the tourists' revisit, especially for foreign tourists.

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