



ENGLISH FOR BUSINESS TRAINING FOR MANAGERS OF PARAPAT TOURISM OBJECT AT SIMALUNGUN REGENCY

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Abstract

English for Business training for managers of Parapat tourism object in Simalungun Regency as a form of soft skills development in order to further increase professionalism in organizational business, because the tourism sector will be interact with many people. Following by business workers at Parapat tourist attraction in Simalungun Regency. The result of this Community Service is effective communication skills training which is very useful in improving self-quality, developing effective communication skills to support the sustainable of business. The location of this service is a tourist attraction for Parapat of Simalungun Regency. The method is lectures and practices.

Keywords: *Training; Communication Skill; English for Business; Tourism Object; Tourism Managers*

INTRODUCTION

Tourism is one of the driving sectors of the economy that must be allowed to develop properly. Tourism development activities, as well as development in other sectors, essentially involve the role of all existing and related stakeholders. The community is one of the elements of stakeholder interest to work together with Government and business / private sector in synergy to implement and support tourism development. Therefore, tourism development must pay attention to the position, potential and role of the community both as subjects or actors and beneficiaries of development, because community support also determines the long-term success of tourism development. Tourism development that places the community and village government as the force of development is very necessary, especially for villages that have potential to become independent tourist villages. One of the tourist attractions that is increasingly and widely spread in Indonesia is Desa (Kampung) Wisata, which is developing quite rapidly and has become the concern of many parties.

This development must certainly be addressed by developing, organizing, and managing it with attention to the benefits for the community and the surrounding environment. One approach to tourism development that involves the active participation of local communities is the development of Tourism Villages, which can also capture opportunities for tourism trends that currently lead to tourism with special purposes. Parapat tourist area in Simalungun Regency, North Sumatra is a tourist area that holds so much natural potential besides the view of Lake Toba. In addition to its fertile land, Parapat also has extraordinary nature-based tourism potential. Many domestic and foreign tourists come to visit as an alternative tourist destination besides Samosir Island which is quite famous as an area to enjoy the beauty of the landscape, Lake Toba beaches, hills and agricultural land arranged with cool temperatures, unique Parapat culinary and flora and fauna. Parapat has attracted many tourists, both local and foreign, due to its well-known reputation and its many attractions. Parapat is increasingly abandoned because it is too crowded due to the emergence of new tourist areas outside Parapat, such as Balige, Samosir, and Dairi. Tourist managers must have good communication skill so that tourists remain loyal and want to return to Parapat. This encouraged the service team to improve the communication skills of Parapat tourist attraction managers through English for Business Training.

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IMPLEMENTATION METHOD

Alternative problem solving in partner problems is carried out with two approaches, namely classical and individual approaches. The classical approach was carried out during the delivery of English language theories for business. The individual approach is carried out during practice, namely simulating effective communication when interacting with tourists. For this reason, the methods that will be carried out are:

a. Lecture

Participants are given motivation to have the willingness to improve professionalism in communication in running their business. In addition, participants are given an overview of the theory and practice of communication with good English.

b. Practice

Training participants are given the opportunity to discuss problems related to communication problems that have been faced. Furthermore, participants simulated the practice of English communication between tourist attraction managers and tourists.

2.1 Partner Participation in Program Implementation

In this program, for principle matters, a consultative approach will be taken with partners. Partner participation in this program includes:

- a. Partners as providers of places for organizing training activities, which are located in Parapat, Simalungun Regency.
- b. Partners act as training participants and actively participate in discussion / question and answer activities
- c. Partners are involved as a whole in the service program including problem formulation, program planning, activity scheduling, and program implementation to the activity evaluation stage.
- d. Partners will be asked for their opinions and will be informed or straighten out erroneous or deviant opinions. Furthermore, a participatory approach will be taken, where partners discuss problems together, look for alternative solutions to problems, then make decisions together.

2.2 Program Implementation

The programs in this activity are described in Table 1 below:

Table 1. Monitoring and Evaluation

No	Program	Indicator	Criteria	Instrument
1.	Socialization of the importance of English for business	SME managers' understanding of the importance of English for business	Improved understanding of the importance of English for business	Observation Interview
2.	Socialization of effective communication	SME managers' understanding of effective communication	Improved understanding of effective communication	Observation Interview
3.	English conversation practice	SME managers' understanding of the tricks of English conversation for business practice	Improved English conversation for business skills	Lecture Role Play
4.	Tips and Tricks	Basic skills to	Improved basic	

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	for Effective Communication	communicate effectively	skills to communicate effectively	Lecture Role Play
5.	Building chemistry and Do and Donts in communication	Understanding how to build chemistry when communicating and knowing the do's and don'ts of communication	Improved understanding of how to build chemistry when communicating and knowing the do's and don'ts of communication.	Lecture Role Play

Source: Researcher [2022]

Participants conducted presentations and simulations for effective communication. Service team evaluated the results of the participants' presentations. Service team evaluated the participants' presentation and then gave guidance for each participant's strengths and weaknesses. Service team also stated that after this training was completed, there would be another evaluation and the results of the first evaluation would be compared with the final evaluation. Obviously, the servants expect that each participants will have improved and made progress after this service is completed.

2.3 Program Sustainability

After the entire program has been completed, it is important to scheme for the sustainability of the program. The sustainability of the program is monitoring. After several training sessions, progress was seen and participants' confidence began to emerge. This was shown by the improvement in their presentations compared to before the training. They also said that after the training, they gained more understanding of effective communication theory and could even relate it to daily use. Some service participants even stated that since they have learned how to interact with tourists, they are now more confident.

RESULTS AND DISCUSSION

In this section, the results of the English for Business training activities for tourist attraction managers in Parapat, Simalungun Regency are presented. The service team prepared everything related to this training, starting from the venue, facilities, consumption, stationery for participants, training materials, practical materials, evaluation and certificates for participants. In this training, the session was divided into 2 with the duration of each session 4 hours. In the first session, the trainers gave ice breakers first, then distributed training materials and stationery for the participants and delivered the materials. The materials presented were

1. English For Business Overview
2. English Conversation For Business
3. Definition of communication
4. Tips and Tricks to be a good speaker
5. Challenges faced
6. Communication myths and facts
7. Fear Management
8. Building Chemistry
9. Do's and Don'ts in communication skills

In the second session, participants were directed to fill out a questionnaire about English for business and communication skills. After that, the participants did a simulation and role play. These activities were intended to determine the participants' communication skills before they were given training materials. In the last meeting, the participants did a presentation simulation and in this session they used all of the skills they had gained from English for business and communication skills training in the previous meeting. And to close the training program, the

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trainers evaluated the participants' performance. From the beginning, this training yielded positive response from all participants. During the training, participants arrived on time and were very enthusiastic in joining this activity. They are conscious that English for business and effective communication skills are very useful for them, not only for their daily use but also to assist in attracting more tourist to Parapat. The expected outputs through this service activity are as follows:

- a. The formation of motivation and self-awareness of the importance of professional communication skills
- b. The formation of motivation and self-awareness of the importance of effective communication in business activities
- c. Understanding of tourism managers about effective communication techniques

The extent of community service at this stage depends only on the tourism managers' comprehension of the importance of professional communication skills, which will enable them to interact effectively with tourists and encourage both self-awareness and motivation. The next stage is to assist tourism managers in developing soft skills needed to support the progress of tourism.

CONCLUSIONS

This training yielded a positive response from the participants. During the training, participants arrived on time and were very enthusiastic in joining the activity. The participants were also very active in the discussion session and inquired many questions. They are conscious that communication skills are very useful for them. It is expected that this service will contribute to the development of foreign language skills techniques and communication skills for tourist attraction managers, so that it will enhance comprehension and proficiency in effective communication. After joining the training, the participants felt more confident to communicate effectively. The service team's future intentions in relation to this training are as follows:

- a. Develop a training program that assist business managers at managing tourist attraction businesses in innovative ways
- b. Cooperate with local governments to improve the capabilities of tourist attraction business managers
- c. Develop a training program on English for business and communication skills for tourism managers.

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