

HOW DOES TOURIST LEARN IN MUSEUM

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Abstract Museums are buildings used as storage, maintenance, security and utilization of historical relics, art and science for permanent exhibition to the public (tourists) as a tourist attraction that provides educational values to tourists or visitors. To meet the needs of visitors in the museum, competent tour guides are needed as parties who provide information or provide education about the collections owned by the museum being visited. Therefore, the purpose of this journal is to review how tourists learn in museums through tour guides and what the role of tour guides as educators is, namely guiding tourists, providing information, introducing new things from the museum to visitors, informing visit regulations about things that can and cannot be done while in the museum and maintaining quality service. To fulfill the criteria of tour guides and maintain the quality and service to visitors, it is necessary to have continuous training for tour guides. This research uses a descriptive qualitative research method that aims to analyze and describe how visitors or tourists gain understanding or knowledge about the museum through the role of tour guides and what kind of tour guides educate visitors. Researchers use several methods library data collection methods, reading and recording, and processing research materials. In this study, researchers found that tour guides have an important role as educators to educate tourists from the beginning to the end of a visit to the museum.

Keywords: Museum, Tour Guide, Tourist, Cultural, Education.

RESEARCH BACKGROUND

A museum is a building used as a permanent exhibition place for objects that deserve public attention, such as relics of history, art and science or a place for storing ancient items. Using buildings as museums where various collectibles are stored is a great opportunity to be used as a learning tool for the general public and the world of education in particular. Studying various objects or collectibles in the museum is one way to preserve them so that the story and the overall meaning of the collection items are not lost or destroyed. Therefore, the government through the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia (Kemendikbud Ristek RI) aspires to utilize the museum as a public

facility for the world of Indonesian Education to learn to gain knowledge about humans and the history of their development, historical relics, various collections of ancient goods and various information about museums. As stated in Government Regulation No. 66 of 2015 that the museum is an institution that functions to protect, develop, utilize collections and communicate to the public. From here it can be seen that museums have an important role in increasing the knowledge of the general public, specifically students or students in Indonesia under the Ministry of Research and Technology, so that museums and the world of education have a relationship with each other to be developed. Museum collection items can be a medium for students as a learning resource component that contains instructional material, making it easier to stimulate students to obtain information and knowledge effectively and efficiently. The existence of learning media in the museum as a physical vehicle can also be a stimulus for students to learn more actively. In other words, learning using physical vehicles will create a learning atmosphere that is not quickly boring or creates boredom for students' learning activities. All forms of collections in museums that function as learning facilities for students not only lead participants to the acquisition of new knowledge and understanding, but also lead them to turn on the imagination about situations, conditions or life that occurs through artifacts, books, paintings, carvings, documents or through playing animated videos that are usually only learned through books or learning at school. The existence and function of the museum as described above can be evidence to see how important it is to make learning visits by students to the museum. However, looking at the current reality, one of the museum's functions as a medium for communicating educational values has decreased in demand. The motivation to visit the museum lately is more directed towards having fun without utilizing the museum as an educational tool. However, student learning visits are still being carried out today. The motivation to visit the museum for fun has started to shift the museum's function as a learning tool. Historical objects in the museum that have educational value are only used as a means of photographing by visitors. The facilities are only used as a place to relax without utilizing them as learning facilities. Books, artifacts, works of art in the form of carvings, sculptures, paintings, musical instruments and cultural nuances ultimately only function as displays without being utilized as a source of information and knowledge. Seeing the reality of the emergence of various activities of the majority of visitors to the museum with motivations as above, it is necessary to handle seriously to restore one of the museum's main objectives, namely the museum as a means of education. Therefore, some forms of handling so that visitors to the museum can get educational benefits are through the role of tour guides in the museum, because the role of tour guides in the museum will facilitate the educational process for visitors. Tourism as education in schools also needs to be applied massively to museums so that students involved in this learning can utilize museums as a learning tool to gain in-depth information and knowledge.

REVIEW OF RELATED LITERATURE

Museum

Historical tourism is a tourist activity carried out in historical heritage places such as museums, temples, shrines, and so on so that tourists increasingly interpret the history of the area they visit. One of the historical tourism objects is a museum, which is usually a non-profit organization, which aims to collect, conserve, and provide education to the public, so that the products and services provided are included in the form of public goods. The government provides funding and management of museums, although some museums seek financial support or investment from the community and other sponsors, Ravelli, L. (2007). The museum is one of the historical attractions used for storage, collection, conservation and educating the community. Etymologically, the word museum comes from Latin, namely "museum" (museum) which in Greek "mouseion" which is a temple dedicated to Muses (the god of art in Greek mythology), and is a building for education and art. According to the Johnson, P., & Thomas, B. (1998), "a museum is an institution that collects, documents, protects, exhibits and displays evidential material and provides information for the benefit of the public." According to museum experts at the International Council of Museums (ICOM) (Werblin, F. S., & Copenhagen. 1974), the formulation of a museum is: a permanent institution, serving the interests of society and its progress, open to the public, not for profit, which collects, preserves, researches, exhibits, and communicates material evidence of man and his environment, for study, education, and recreation, (Karp, I., Kreamer, C. M., & Levine, S. 1992). Museums concerning cultural heritage are institutions, places of storage, care, security, and utilization of material evidence of human cultural products as well as nature and its environment to support efforts to protect and preserve the nation's cultural wealth (Article 1 (1). Government Regulation. No. 19 of 1995).

Edutourism

Educational tourism (edu-tourism) is a concept of combining tourism activities with learning activities where tourists travel to a place to get a direct learning experience. Edu-Tourism or educational tourism is intended as a program in which participants in tourism activities travel to a certain place in a group to get a learning experience directly related to the location visited (Bhuiyan, M. A. H., Islam, R., Siwar, C., & Ismail, S. M. (2010).

Smith, C., & Jenner, P. (1997) describe educational tourism as a tourism trend combining recreational and educational activities as a tourism product with an element of learning. tourism product that has an element of learning. Educational tourism can be combined with various other things and serve a variety of tourist interests, such as satisfying curiosity about other people, their language and culture, stimulating interest in art, music, architecture or folklore, empathy for the natural environment, landscape, flora and fauna, or deepening the appeal of cultural heritage and historical places. There are several types of educational tourism, namely ecotourism, cultural heritage tourism, rural / agricultural tourism, and student exchanges between educational institutions, Weiler, K (1991: 35). Cambourne, B., &

Macionis, N. (2004) defines educational tourism as travel activities undertaken by tourists aged 15 years and over with the main purpose of education and a length of stay of less than 12 months.

Educational tourism can be combined with various other things and serves a wide range of tourist interests, such as satisfying curiosity about other people, their languages and cultures, stimulating interest in art, music, architecture or folklore or deepening the appeal of cultural heritage and historical places.

Tour Guide

A tour guide is a person who has a certificate of passing a professional examination from an official tourism agency or institution and has a badge, so that he has the right to become a travel guide for individual or group tourists with one or more languages to explain an object of both culture, natural wealth and the life of the people of the nation (Suyitno, 2005: 1). Furthermore, according to Yoeti in Sampelan (2015: 8) a tour guide in general is someone who is paid to accompany tourists on a trip to visit, see and witness tourist objects and attractions, while from the tourist's point of view a tour guide is someone who works for a travel agency or a tourism office whose job is to provide information, instructions directly to tourists before and during the trip.

- a. Generally, a tour guide is paid to accompany tourists to see and witness tourist objects and attractions. In contrast, from the tourist's point of view a tour guide works for a travel agency or a tourism office whose job is to provide information, instructions directly to tourists before and during the trip.
- b. Tour guides according to Nuriata in Irawati (2014: 107) are leaders in a tour, in general the duties of a tour guide are as follows: To conduct to direct, namely organizing and carrying out activities tour activities for tourists in charge based on a predetermined travel program. travel program that has been set.
- c. To point out, namely showing and delivering to the desired objects and attractions. objects and the desired tourist attraction.
- d. To inform, namely providing information and explaining about objects and tourist attractions visited, historical and cultural information, and various other information.

Another opinion regarding the duties of tour guides conveyed by Nuriata (2014: 97) there are several core tasks of tour guides related to communication skills, among others:

- a. Travel guide.
- b. Introducing various kinds of objects, goods, and everything related to the trip. related to the trip.
- c. Provide interpretation of tourist attractions encountered on a tour.

- d. Provide information about tourist trips.
- e. Provide advice on the implementation of tourist trips.

The requirements to become a tour guide according to Wardhani (2008: 231) include:

- a. Age as low as 18 years
- b. Mastering Indonesian and one of the foreign languages well, fluently, and fluently
- c. Know tourist attractions and provisions travel regulations
- d. Physically healthy
- e. Good behavior
- f. Have a license/permit and certificate of tourism competency standards
- g. Able to actively participate in activities determined by the organization
- h. Accept the articles of association, bylaws, organizational work program, and organizational regulations.
- i. Work programs and organizational regulations.
- i. Declare themselves in writing to be a member of the Indonesian Tourism Association as a single container.

In carrying out their duties, tour guides must understand the limits of authority and responsibility by the work agreement or regulations applicable to the company where they work and obey the tour guide code of ethics. The role of a tour guide in general can be summarized into three job actions:

- a. Providing information about everything related to tourist trips
- b. Directing travel with itineraries and facilities that have been prepared
- c. Deciding on actions after paying attention from planning to tour implementation

Tour guides also act as intermediaries for tourists / visitors in educating them about everything to be seen and witnessed when they visit an object, place or tourist area.

Tourism as Education in Schools

Education is the learning of knowledge, skills and habits of a group of people passed down from one generation to the next through teaching, training or research. Law number 20 of 2003 concerning the National Education System explains that education is a place or place to develop all the potential in humans. According to Ki Hajar Dewantara (Father of National Education) argues that education is a demand in the life of growing children, as for what he means, education is guiding all the natural forces that exist in children, so that they as humans and as members of society can achieve the highest safety and happiness. Education is a foundation in life that must be built as well as possible, one of which is the presence of schools as social education institutions under the auspices of the Ministry of Education and Culture which are bound by formal rules, programmed and targeted or clear goals, and have a leadership structure in official implementation. Education in schools in its development, the government asserts that education is carried out not only requiring students to follow the learning program in the classroom alone, but introducing a program that is educational tourism

in schools or educational tourism that combines elements of tourism activities with educational content in it which is currently proven effective for improving learning patterns and socialization of students. Ideally, educational tourism is specifically designed to fulfill the knowledge capacity of students to know national insight through travel activities, recognize the region and the potential of local resources between districts, provinces and islands in Indonesia. Travel activities in student tourism tours will broadly impact economic development in the region because they can support the movement of the people's economy. It is hoped that educational tourism activities can be a means for students to preserve culture and introduce the noble values of Indonesian history and culture.

Museum

The 22nd International Council of Museums (ICOM) in Vienna, Austria, on August 24, 2007, stated that the Museum is a permanent, not-for-profit institution, serving the community and its development, open to the public, which collects, cares for, researches, communicates, and exhibits cultural heritage and its environment of a material and intangible nature for the purposes of study, education, and pleasure. Another potential strength of the museum is its potential as a public space. The museum as a public space is not only a display cabinet as a media presenter for the visitor community, but a museum that is a place for community interaction with (information / knowledge) collections as well as interactions between communities triggered by collections. Museums as public spaces can be initiated by opening access to the wider community to utilize existing non-collection spaces to carry out activities or events that can be close to the theme of the museum or something that is not related at all. The trend of renting out space for weddings, meetings, seminars and other events is getting stronger after a museum occupying an old building successfully rented out its closed and open spaces for weddings. There are also museums that have a policy of accommodating community activities around the museum, allowing the use of museum space and areas to carry out school activities such as scout training, then holiday celebrations and so on. The museum is a permanent exhibition place intended for the public including for tourists to learn about historical heritage, art and science. Therefore, to support the process of learning visits from tourists, a tour guide is needed. As an intermediary for tourists / visitors, so that tourists get education about the diversity of collections in the museum effectively. According to Oka A. Yoeti, a tour guide in general is someone who is paid to accompany tourists on a trip to visit, see and witness tourist objects and attractions. From here it can be seen that the role of tour guides in the museum is very necessary because without the intervention of tour guides tourists only get knowledge and experience from what they see but for detailed and in-depth information or explanations, regarding innovations that have been and will be carried out by the museum. In addition, the competence of tour guides in the museum needs to be fostered and improved on an ongoing basis because the quality of competence also affects the quality of service. The lack of competence of tour guides has an impact on the services provided to tourists. Tourists will also experience difficulties when they want to learn or find out more about collection information from the museum. Museums that have tour guides as educators

are potential for educational tourism, because the museum itself has provided educational services through tour guides. Therefore, the opportunity to do educational tourism in the museum can be obtained by students as tourists Von Rueden, L., Mayer, S., Sifa, R., Bauckhage, C., & Gareke, J. (2020) argues that educational tourism is a program where tourists visit a tourist location with the main purpose of obtaining learning experiences directly at the tourist attraction.

RESEARCH METHOD

Liao, B., Ali, Y., Nazir, S., He, L., & Khan, H. U. (2020) research is an activity aimed at investigating a state of affairs, a reason for, and the consequences of the consequences of a set of special circumstances, either a phenomenon or a variable. The literature study research method is a way to solve problems by tracing the sources of writing that have been made before. In other words, the term literature study is often called a literature study. This type of research uses a literature study. According to Z Mahmud, N., Arifin, A. A., & Mou, L. (2021)., the literature study method is a series of activities related to library data collection methods, reading and recording, and processing research materials. In collecting the data, the researcher collected the data and information by matching the related sources to the how the student learn in museum through supporting data sourced from research journals, supporting books, newspapers, and other documents which describe related to theory and needed information.

RESULT AND DISCUSSION

Based on research conducted on how tourists learn in museums, researchers found that the use of museums as a means of learning for tourists. In accordance with what the government aspires to and in accordance with the function of the museum, the existence of museums and the world of education is an inseparable unity. One of methods in museum's presentation is Approach method Interactive is a way of presenting collections in a museum where visitors can interact directly with the collection exhibited. Interactive presentation can use technology Information Although, most visitors only interpret the visit as fun, so there needs to be synergy between schools and museums by holding tourism programs as learning in schools and making ongoing visits to the museum. In addition, tour guides have fulfilled their duties in guiding tourists, providing information and introducing things that are perceived as new or that tourists need to know during the trip. This is in line with Wardhani's theory (2008: 234) which states that the function of a tour guide as an educator is "to guide travel with tourists to achieve predetermined goals in accordance with the duties of a tour guide."

Tour Guide Is A Teacher

In the current development of the world of tourism, especially museum that becomes a place of education. Tourists who visit museum will get new information of history and learn about

discipline. Tourist will get new educator in museum because all visitors or tourists will be led by tour guide. A tour guide is one of the frontline generators in advancing the tourism travel industry sector. As stated by (Christopher, n.d.), someone in charge of providing information and connecting with destinations such as monument, memorial or museum. Meanwhile, according to Cohen in (Randall & Rollins, 2009), a tour guide shows places or destination and leads trips. In both senses, it can be concluded that a tour guide leads a journey in which provides information regarding the museum visited. The role of a tour guide is very different from that of a tour leader. In practice, the tour leader only leads the trip and provides general information however, the tour guide includes providing information packaged with interpretation so that gain more knowledge about museum presented. Several researchers explained the role of tour guides. The role of the tour guide according to Pond 1993 in (Christie & Mason, 2014) that the tour guide has five functions, namely as a tour leader, as an educator for, as a liaison with the community, as a host who carries an identity and good name and as a distributor. The role of tour guides according to (Randall & Rollins, 2009), there are four functions of tour guides in leading their journeys, namely having responsibility, providing information and educating, increasing understanding of the environmental and social conditions of the destination visited, carrying identity and have a good image from the destinations called and finally as a local community that provides the needs of information.

Tour Guide Is An Instructure

Another opinion of Weiler 2007 (Al-Okaily, 2022) saying that the role of a tour guide is as someone who bridges with the culture being visited, which is seen from three problems related to tourism, namely physical aspects, visits and understanding of a destination visited. Tour guides have an essential role in the sustainability of a tour trip. Cohen (1985) in (Randall & Rollins, 2009) divides tour guides' four roles: giving directions, social functions, interactive and communicative parts. Tour guides provide orders for through instructions for activities, give suggestions while in attractions, arrange travel schedules so that they run smoothly, and provide directions to the rules that apply while in the museum as a destination, including the rules that apply in the museum. The role of the tour guide offers a pleasant atmosphere during the trip, gives a humorous impression so that it is impressed and gives a high sense of empathy and concern when tourist are in sick conditions and are involved in problems between s who are in the group. In bringing groups, of course, there will be obstacles between in terms of discipline and problems between and local communities. In this case, the tour guide provides a social attitude. The interactive role of the tour guide guides in an organized manner coordinating with the accommodation for the needs and attractions. Finally, communicative, the tour guide provides accurate information and recommends interesting destinations. It states that the part of the tour guide is not only a provider of information about the destination to be visited, but the tour guide acts as an educator for a while they are at the attraction so that tourists follow the applicable ethics and the tour guide carries the perfect name of visited attraction.

Continuation of (Luoh & Tsaur 2014) states that tour guides also handle emergencies that occur and pay attention to the psychological needs, solve problems that occur, handle complaints, entertain and handle in unexpected situations and conditions. On a trip, many possible problems will arise, and tour guides, in dealing with problems, are required to make decisions very quickly. Tour guides, before travelling, indeed find out about the background of the tourist. The experience of foreign and domestic will undoubtedly be different. Tour guides seek information about regarding occupation, culture and age. This will form a different style of tour guide according to the who will be guided.

CONCLUSION

From the research that the researchers have done, it can be concluded that tourists can learn and get education, information and experience while in the museum seen from the five points of the tour guide function as an educator, namely guiding travel with tourists to achieve predetermined goals in accordance with the duties of a tour guide, providing information, introducing things that feel new or that tourists need to know during the trip, giving advice on things that can and cannot be done to tourists during the trip, and maintaining quality. In addition, tourists can learn history by looking at displays and get education from the guide with the guide's function as a transfer of knowledge and tourists get a new experience because tourists will be invited to imagine by the guide who is a guide.

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