



Challenges of Female Adventure Tour Guides in Bali

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Abstract

Female adventure tour guides play a crucial role in ensuring tourists' satisfaction during their visits to tourist destinations. However, they encounter various challenges in their profession. This study aims to explore the challenges faced by female tour guides in Bali in their roles as adventure tour guides and the obstacles encountered during adventure activities, as well as strategies for overcoming these challenges. Employing a qualitative approach, this research utilizes phenomenological methods to delve into the experiences of female tour guides while leading adventure tours in Bali. Data collection methods include observation, interviews, questionnaires, and Criterion Sampling to select informants. The findings reveal that female adventure tour guides in Bali face several challenges in guiding adventure tours. Among the 17 informants surveyed, it was discovered that female adventure tour guides encounter multiple challenges, such as physical stamina, weather conditions, menstruation, tourists' age, security concerns, and travel distance, all of which impact their performance in Bali.

Keywords: Adventure; Female Tour Guide; Challenge

1. Introduction

Tourism is one of the industries that contribute to the economy and growth of a region or country. This statement is supported by UN Tourism which states that tourism is part of the diverse and largest industry that continues to grow throughout the world, tourism is also an important sector for human survival covering economic and social activities, in its development in general, tourism can only be felt by people or the upper middle class, however, now it is not only the upper middle class who can enjoy tourism because tourism has been included in human rights legalised in Law Number 10 of 2009 concerning Tourism (Law 10/2009) which states that the freedom to travel and take advantage of leisure time in the form of travel is part of human rights. For every country dependent on the tourism industry, the existence of tourism is what provides opportunities as well as challenges for each of these countries, as well as Indonesia which is famous for its natural and cultural wealth, For every country that depends on the tourism industry, the existence of tourism is what provides opportunities and challenges for each of these countries, as well as Indonesia, which is famous for its natural and cultural wealth and its islands that have tourism value such as natural beauty surrounded by mountains, hills, and also underwater natural scenery, one of the islands in Indonesia is Bali Island because Bali is one of the many famous tourist attractions in Indonesia (Yanti, 2020). Tourism in Bali has also proven its rapid development, this is obtained from the many human resources from both men and women. The involvement of women, especially in the world of tourism, is very



rapid, various kinds of female workers from single to married have contributed directly to the tourism service industry (Haslinda, 2019).

In the world of tourism, a tour guide is someone who is in charge of providing information and as a mediator for tourists. For tourists, the task of a tour guide is not only to provide information about tourist attractions, but also to guide tourists to follow the directions of the tour guide so that the trip can run smoothly (Rusmiati et al., 2022). There are various types of travel activities that are in demand by tourists, one of which is adventure tourism. According to Buckley, in *Adventure Tourism Product: Price, Duration, Size, Skill, Remoteness* adventure tourism in general is a tourist activity where the main attraction is outdoor activities that depend on natural characteristics, which usually use special equipment, and are attractive to tourists (Buckley, 2007). According to ATTA (Association of Travel and Tourist Agents), adventure tourism is tourism that is conducted for more than 24 hours, which includes components: experiences in nature, physical risk, and cultural exchange (Martin & Ren, 2020). Adventure tourism is divided into two types, namely 'hard and soft' which is characterised by the high or low level of risk in adventure tourism, which is included in the 'hard activities' category, namely activities that involve greater risk and involve tourists to get out of their comfort zone, such as mountain biking, rock climbing, caving, rafting, and sky diving while those included in the 'soft activities' category are activities that are suitable for tourists who are beginners and require professional guides and require safety equipment, for example, short distance hiking (Beckman et al., 2017).

According to detikBali, there have been several incidents while doing adventure tourism activities in Bali, such as an American tourist named Jack Sullivan Donell (23) being hit by a rock while visiting the Aling-aling Waterfall tourist attraction for trekking on Wednesday, 2 November 2022 in Sambangan Village, Sukasada District, Buleleng Regency, Bali. The tourist stepped on a stone repeatedly so that the stone fell from the wall and hit his leg as a result of which the tourist's leg had to be amputated. Then the next incident occurred on Thursday, 27 October 2022, two British citizens, Liam Quinlan (27) and Alex Kirkby (19) got lost while climbing Mount Agung, when evacuating tourists, the SAR Team had difficulty due to bad weather, they were found at 21. 40 WITA and immediately rushed to Puskesmas Selat (detikBali, 2023a), in addition to trekking there are events that occur when rafting, reported by detikBali a tourist from Saudi Arabia named Ali Rashied Al Majed (57) on Thursday 1 June 2023 doing a rafting tour, the boat that the tourist used capsized causing the tourist to be dragged 50 m and found unconscious, the guide who was at the scene immediately called his friend so that the victim could be rushed as soon as possible to Klungkung Hospital to get medical treatment but the tourist could not be saved (detikBali, 2023b). The next incident occurred during cycling, reported by NusaBali.com on Saturday 11 August 2018 which was experienced by a British tourist named Marta (12), the accident occurred because the tourist did not master the cycling path so slipped and fell into the ravine after searching for 2 hours the victim was found conscious but showed several wounds on the face and was rushed to Ari Canti Hospital, Mas Village, Ubud District (NV, 2018).

In adventure tourism activities, not only male tour guides can guide but there are also



female tour guides. A female tour guide can also guide adventure tours, but the challenges of being a female tour guide in adventure tourism have greater challenges which can include internal and external issues, including social and cultural aspects. Given the number of opportunities available to female tour guides, it seems difficult for them to develop their skills. The ability to balance their work with their personal affairs (Susanty et al., 2021).

HPI (Himpunan Pramuwisata Indonesia) Bali is an association of tour guides engaged in the tourism industry that helps organise and guide tours (Menparpostel Regulation Number; KM.82/102-MPPT/88). The HPI organisation is managed by the Central Leadership Council (DPP), Regional Leadership Council, and Branch Leadership Council. Its main mission is to improve the ability and professionalism of tour guides in academic, work, and national duties and responsibilities. HPI is responsible for two things, namely the individual component of the guide and the professional organisation system that houses them (Sampelan, 2015).

2. Literature Review

According to the Regulation of the Minister of Tourism of the Republic of Indonesia No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, the definition of Tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments.

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According to R. Buckley in the book *Adventure Tourism*, adventure tourism is a tour that requires a guide to run a tour, where the main attraction of this tour is outdoor activities that depend on natural terrain and are of interest to tour clients, generally this tour requires special equipment but does not require tourists themselves to operate the equipment such as tourists only as passengers.

A tour guide is a person who guides and provides explanations about a tourist attraction in accordance with the guidelines of the tourist attraction in order to minimise problems due to the lack of knowledge of tourists about the object (Rahayu et al., 2021)

3. Method and Theory

3.1 Method

The research methodology used by the author is a qualitative approach with phenomenological methods. Phenomenological research is a type of research that focuses on finding facts about social phenomena to obtain in-depth information about individuals' social experiences from their own perspectives. In phenomenological research, a researcher must be neutral when analysing data so that they can capture the essence of participants' experiences before describing them (Lieharja, 2022).



3.2 Theory

In determining the informant the author uses criterion sampling. According to Patton, criterion sampling is an informant selection technique based on predetermined criteria. Determination of informant criteria is determined by considering certain factors, so that informants who are used as research subjects are informants who have appropriate and appropriate criteria to answer the problems in this study (Lieharja, 2022).

The criteria required by the author in determining informants are:

1. Female tour guides who joined HPI Bali.
2. Female tour guides who have guided adventure tours in Bali.

The author uses the informant criteria above as the foundation used by the author when determining informants, the reason the author chooses the informant criteria above is that in addition to facilitating the data collection process, these informant criteria are also selected based on the data found.

The data collection techniques used by the author to collect data in order to achieve the author's expectations are:

1. Observation

Marshall (1995) states that in certain social situations, behaviour can be known through observation. Observation is the observation and recording of phenomena or symptoms under study (dkk, 2020), in this case observations were made at HPI Bali to observe phenomena regarding the 'Challenge of Adventure Female Tour Guide in Bali'.

2. Interview

Herdiansyah (2013: 31) says that an interview is a communication process that can be carried out by at least two people on the basis of availability in a natural atmosphere, where the discussion focuses on predetermined goals by promoting trust as the main principle in the process of understanding (dkk, 2020).

3. Questionnaire

A questionnaire or questionnaire is a way of collecting data by asking several kinds of questions that are relevant to the research topic. According to Sugiyono (2017: 142), a questionnaire is a data collection technique used to ask a number of questions or written statements to the people surveyed to ask for their responses (Prawiyogi et al., 2021)

4. Results And Discussions

Adventure tour guides can be classified into 2 (two) gender groups including male tour guides and female tour guides. Female adventure tour guides have specific challenges that may be faced in carrying out their profession. The researchers can attach a pie chart in the form of 16 (sixteen) female tour guide sources. The following are the results of interviews and questionnaires regarding the challenges of female tour guides in the form of pie charts.

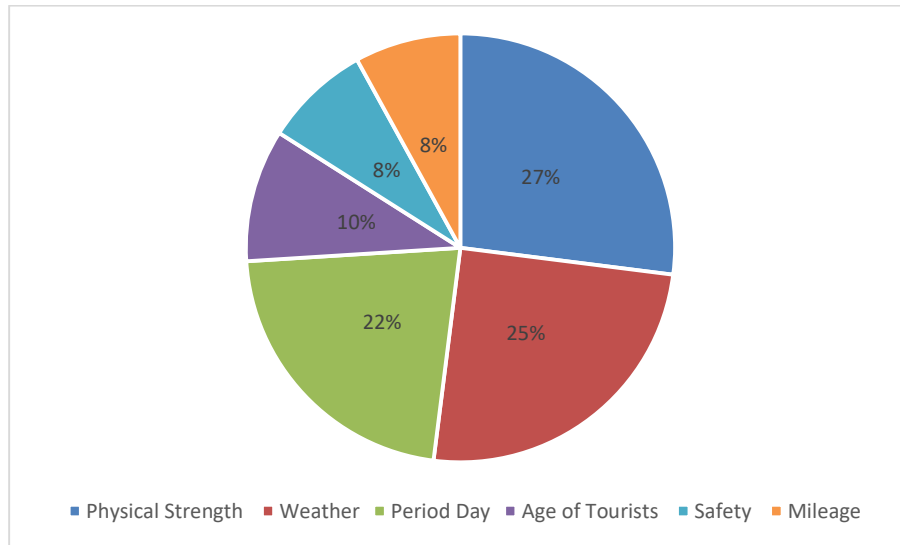
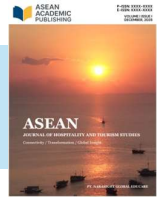


Figure 1. The Results of Interviews and Questionnaires Regarding The Challenges of Female Tour Guides

Challenges of Adventure Female Tour Guide in Bali

From the results of interviews and questionnaires obtained by the author, it can be seen that the challenges above are the challenges most often experienced by female adventure tour guides in Bali. Of the six challenges above, each informant has their own challenges in guiding adventure tourism such as:

Physical Strength (27%)

Besides weather, physical strength is also a challenge that many female adventure tour guides in Bali choose. The physical condition between men and women has a fundamental difference. The existence of this physical difference shows that female tour guides can feel tired faster to accompany tourists in carrying out adventure tourism activities so that sometimes female tour guides do not participate in activities, they only wait for tourists to finish at the place provided and tourists are only accompanied by tour guides who are already at the tourist spot or local tour guides only.

Weather (25%)

Weather is a challenge that many informants choose because weather is a natural phenomenon, erratic and can change at any time, this is what causes the weather to greatly affect adventure tourism, for example when doing rafting tours, when it rains the volume of the river will increase causing swift river currents, this swift river current causes rafting tours to be more dangerous and not recommended for tourists, especially for tourists who are still beginners, this also causes female tour guides to be more vigilant when monitoring rafting tour activities. For trekking in the rainy season the trekking path is more dangerous than during the dry season because the terrain is more slippery, making tourists and guides easily slip. For cycling, the weather also greatly affects the course of activities, for example, when it rains, the path will be slippery so that the risk of falling while riding a bicycle is higher and vision is also



disturbed by raindrops.

Period Day (22%)

As a woman, menstruation is something that is experienced every month. For female adventure tour guides, menstruation can be a challenge when working because female tour guides cannot work optimally to guide tourists. For example, during rafting, where this tourist activity is playing in water which can make the body wet, another example is trekking, trekking trails can make female tour guides uncomfortable during menstruation and facilities to replace women's needs during menstruation do not exist, this is a challenge experienced as a female adventure tour guide.

Age of Tourists (10%)

The age of tourists is also a challenge for some informants, because different age groups have different types of adventure tourism activities, so as female adventure tour guides it is important for them to know which tourist attractions are suitable for each age group. For example, young tourists are more interested in more extreme adventure tourism while older tourists prefer light adventure tourism activities, female adventure tour guides must also pay extra attention to tourists and be patient because there are some tourists whose stamina, condition and stability have decreased.

Mileage (8%)

In conducting adventure tourism, mileage is a challenge for female adventure tour guides, for example when travelling to tourist attractions, the challenges faced are when female adventure tour guides must be able to liven up the atmosphere on the trip, the guide must be able to create interesting topics so that tourists are interested and excited during the trip, the guide must also be able to explain the tourist attractions to be visited properly.

In addition to the distance travelled to the tourist attraction, female adventure tour guides also have challenges while at the tourist attraction, such as the distance from the adventure tourist attraction itself which has a long route and a fairly difficult terrain.

Safety (8%)

Security in adventure tourism is certainly different because this tourism activity is carried out in nature, because it is carried out in nature there are many things that cannot be avoided while travelling such as the number of wild animals roaming, insects that can cause itching, and slithering animals such as snakes, caterpillars, leeches and others, this is what must also be considered for security and safety as a female adventure tour guide, in addition to paying attention to personal safety female adventure tour guides must also pay attention to the safety of all tourists who tour guides guide during tour activities, it is important to always prioritise security when carrying out adventure tourism activities to avoid accidents.

5. Conclusion

Based on the results of the research and the results of the discussion, a conclusion is obtained regarding the 'Challenges of Adventure Female Tour Guide in Bali'. The data obtained by the author for this research is data obtained through observations, interviews, and



questionnaires or questionnaires, it can be concluded that the challenges faced by female adventure tour guides have their own challenges, the author found the most challenges experienced by female adventure tour guides, namely physical strength, the challenge of physical strength greatly affects the performance of female adventure tour guides because adventure tourism requires a lot of energy and a strong physical body, besides that fit stamina is also needed so that adventure tourism activities run smoothly. There are many challenges experienced by adventure tour guides but not as many as physical strength challenges, this challenge is the weather. The reason the weather was chosen by female adventure tour guides is because it can interfere with the course of tourist activities, the terrain that is passed will also turn out to be wet and slippery so that tourist activities that take place in the highlands will be dangerous, while female adventure tour guides who choose the challenge of the day of the month are 22%. The reason female adventure tour guides choose the day of the month is because a woman's body condition will be different than when she is not menstruating, but there are some female tour guides who feel that the day of the month is not a challenge because their body condition does not change during the month due to hormonal differences in each woman. In addition to these three challenges, there are also challenges that female adventure tour guides experience, namely the age of tourists, distance travelled, and safety as their challenges. The challenge of tourists' age is also influenced by other challenges such as mileage and security, the three challenges influence each other, because when bringing elderly tourists as a female adventure tour guide must work more extra because the stamina of elderly tourists is not as optimal as young tourists, this also affects female adventure tour guides in the challenge of mileage because the physically elderly tourists are not strong enough to pass long routes.

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